



# **Service System Design for Lu Yu Tea Experience Pavilion**

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**Politecnico di Milano**

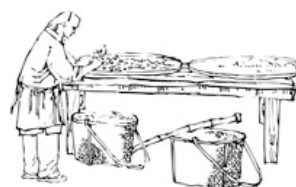
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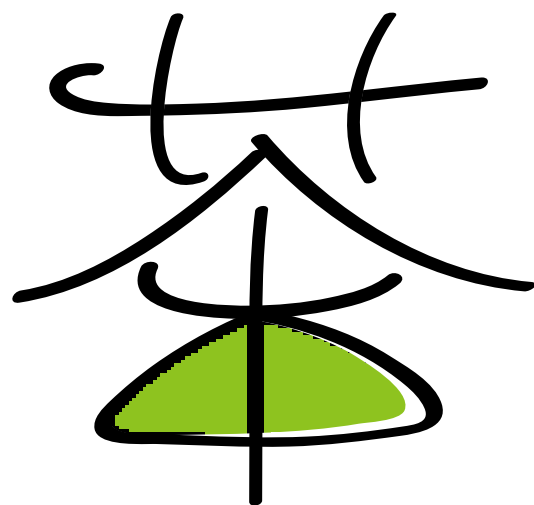
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**Academic Year:** 2013-2014



## **USING PSSD TO EXPLORE A DEVELOPING WAY OF TRADITIONAL PAVILION/MUSEUM.**

Less Dependent On High Cost, Focus On Visitors' Inner Requirements For Experience, In The Era Of Experience.

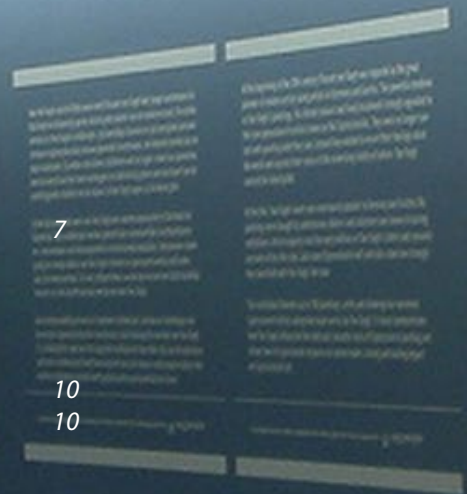


*Tea Experience Pavilion*



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# 00 ABSTRACT

With the advent of experience economy, Chinese traditional culture such as tea culture, are trying to get in touch with people's daily life by the means of hands-on experience. In this study, the theory and methodology of product and service system design are quoted and used in the service system design of Lu Yu Tea Experience Pavilion which is regarded as a combination of experience museum and experience store in Zhe Jiang province.

First of all, the author analyses the features of experience pavilion, sums up the elements and principles of the service system design within the specific experience pavilion. With case studies, the general service design methodologies are conducted with four elements of a service system, which are people, places, project and plans. Secondly, taking the project conditions into account, the study proceeds into the research and analysis of local tea culture historical background, current development of tea culture industry, as well as the site environment, in order to explore the opportunities of Lu Yu Tea Experience Pavilion. Based on that, through the establishment of target users, functional layout and a complete service system, the architecture of a service system design has been built. Finally, aiming to connect tea culture to modern healthy life, the service system design has been accomplished under the conclusion of market positioning and service vision. To be specific, the previous research results have been applied into system building and touch points setting. At the end of this study, the author envisions the future trends of this topic, trying to create fantastic experience for all the visitors and expecting to provide new ideas for Experience Pavilion Service System Design.

Key Words: service system design, user experience, experience pavilion



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# 01 INTRODUCTION

1.24 shopping experience in IKEA.



## *The era of experience*

### **Experience Economy**

In 1990s, the concept of "Experience Economy" was raised by the American academics B. Joseph Pine II and James H. Gilmore in their article. They divided the socio-economic pattern into different phases, which are product economy, commodity economy, service economy and experience economy. They appeared in chronological sequence, and new ones are always separated from the previous one. Besides, they are associated with the emergence of the historical background and the user's consumption habits.

In other words, experience economy are separated from service economy. Experience is a type of economic output. It has not been clearly expressed prior to that time, but this unique object will open growth model in our future economy. The so-called experience, is that everyone will be involved in a personalized manner and it's wonderful feeling



1.25 shopping experience Apple store.

when one person reaches emotional, physical, mental and even a certain level of spiritual. Experience planners no longer only provide goods or services only, but to provide the ultimate experience, which is full of emotional power, providing customers with a pleasant memories. In other saying, agricultural product is machinable, and product is an entity, while service is intangible, but experience is memorable. The most successful cases in experience era can be the emergence of the Apple store, IKEA, Mercedes Benz Museum. They are proving that experience economy's offspring such as experience marketing can provide new ideas about resolving product homogeneity, meeting consumer demand personalized.



1.26 Ancient architect in Huzhou.

1.27 Experience design in traditional museum.



## ***Experience Design***

There are four types of experience, called 4E(Entertainment, Education, Escape, Estheticism). For pavilions for cultural exhibition, such as museum, they regard experience design as the core of design. Visitors come to a fresh environment (escape from the reality), watch a different show (aesthetic), relax themselves, attend relating activities (entertainment), and it stimulates their senses, producing inside feelings and accumulating knowledge(education), these are cultural experience design aiming for exhibition. In contrast, regarding the status of experience design in China, the limitations are: lack of sense of being on site; less participatory; rigid services. If we recall our visit experience, in addition to enjoying all kinds of treasures , these places seem not to stay in our mind for a long time. Thus, the experience design for domestic research and practice is still in its infancy, the study of the cultural experience design has a long way to go.



# 01 INTRODUCTION



## *Experience Pavilion*

1.1 Experience design in Darwin Center UK.







1.28 Experience design in UK natural and history museum.

## Definition

There is still no authoritative definition of Experience Pavilion.

The main reason may be associated with its developing status. Scholar Aobing Wu defined it as "a new type of service marketing model which combines commercial space, a set of image display, communication, product selling, after service as one. In particular, the experience pavilion is a commercial space designed by simulating some or all of the consumption."

The other reason is, since "experience" has a wide meaning of the term, it increases difficulty defining "experience pavilion".

But what is certain is that "experience pavilion" as an individual concept, its definition should be different from those pavilion which contains experience. I believe that "pavilion which contains experience" refers to a place where visitors receiving information in passive state and one-way manner, while "experience pavilion" refers to a place providing hands-on opportunity, visitors are able to take the initiative

to obtain information. Therefore, the definition of "experience pavilion" mentioned below emphasis on where allows two-way, visitors are able to interact with the complex physical, psychological context.

## Classification

Experience pavilion can be divided into two types according to different functions : the exhibition ones and marketing ones.

### (1) The experience pavilion for exhibition use

Modern exhibition pavilion was born in the early 19th century. Since that time, much of the exhibition-use pavilion is to attract and serve visitors as its target. Although the early exhibition has considered the visitors, visiting reason, and exhibition contents, but now these problems are become increasingly eager to clear because of economic and political factors. Exhibition pavilions and museums had no choice but to carefully

consider these issues as in the 21st century, "man" became its core. An increasing number of experts realized that if we could understand who visited the Pavilion, and understand the significance of these people, then we can better understand the Pavilion's place in everyone's life. In other words, understand how visitors experience ,to a large extent, can answer some crucial questions: like how a pavilion can be outstanding and distinctive; How a pavilion can help the public to understand the world, and even change their Outlook. After trying to understand the visitor's experience, the Pavilion should have to try to predict visitor experience. Visitor experience is like the harvest of a gallery tour, through the analysis of experience, we are able to get critical answers of how the public can benefit from visiting the Pavilion. If a pavilion can make their benefits, and then this pavilion can be compared with other pavilions in the lead; At the same time, today, government are shrinking public expenditure, I believe that focusing on experience can help traditional galleries out from the marsh.

As the world's oldest and one of the largest natural history museum, London, United Kingdom natural history museum is the best case practicing "experience design". At the beginning of renovation, the Museum would like to introduce a new device to support research and conservation collections, at the same time, letting the public realized how these collections enable scientists to study nature after their visit. After nearly a decade of design and renovation, with different opening stance, the new museum interpreted a complete new impression in people's minds. Ingenious space design allows visitors to participate in scientific work and interact with exhibits. The well designed channel eliminated the psychological and physical barriers of the traditional visit; the Self-served trips also allow visitors to efficiently navigate throughout the exhibit. The success of Darwin Center not only comes from the transformation of form , but it also proved the importance of human-centered for a pavilion. Because if the exhibition space is designed from "experience" , it will fully consider the feeling and needs of visitors, besides creating a long-lasting memory, this visiting experience can inspire people different way of thinking , deeply impress visitors, which can help the pavilion out from swamp of the exhibition industry. Thus, the form of experience pavilion has been used for exhibition use more frequently.

1.29 Profession experience pavilion in China.



1.30 Profession experience pavilion in China.

### **(2)The experience pavilion for commercial use**

Actually, the earliest experience pavilion was shown as an enterprise's exhibition pavilion. Due to its commercial purpose, in the initial stage, it's used for showing a merchant's products, in order to drive promotion and marketing of a brand. With the development of science and technology, the introduction of high technology products encouraged a lot of pavilions using the interactive installation as an attraction, such as the famous BMW Museum, it makes use of a lot of advanced interactive design to show the history of the brand, visitors can have a deep and lasting understanding of their work from all times . Later the commercial experience pavilion was divided according to different industry: 1. Science and technology pavilion, which enables people to get in touch with new technology; 2. Profession experience pavilion, which provides career opportunities for children; 3. Those for product sales, including: food, home, DIY computer pavilions. Looking at the development of all kinds of experience pavilion in this country, in addition to the traditional ones such as ikea, apple, the foreign ideas of children vocational experience pavilion also swept the country, as the "Mailesi" reported in August 2013, the children's professional experience pavilion is defined as place of role playing for children. Popular understanding is "professional House". According to statistics, in the domestic opening children's professional experience has reached 20, and the other 40 are under construction. While these figures are regarded with special esteem, but the level of development of this whole industry is still under consideration, even taking the most mature children experience pavilion as the example, this imported model has never rooted in local culture, it lacks adjustments from local users , and it also failed to find the survival mode for local economic climate.





1.31 Experience  
in Vitra  
Museum, Basel.



1.32 Experience  
in Vitra Museum,  
Basel.

In short, whether the experience pavilion is for exhibition use or commercial use, this developing model has been approved by a lot of countries and traditional museums who are seeking for in time development.

## *Experience Pavilion*

# Strategic Experiential Module

1.36 Five strategic modules by Schmitt.

Strategic Experience Module	Method	Aim
Sense	obtain through five sense	stimulate one's perception
Feel	Set the atmosphere of a scene	induce one's emotion
Think	Raise interest or thinking by specific content or media	enhance one's recognition
Act	create opportunity for interaction	arouse one's immersion
Relate	make the overall experience plan	associate one with a wider scope

In the book "Experiential Marketing", Schmitt presents five strategic modules for creating customer experience, which are sense, feel, think, act and relate.

Strategic Experiential Modules (SEMs) are divided into two kinds of personal experiences and shared experience. This classification is closely related to Experiential Hybrids, which is a new experience produced after interaction between these five, rather than simply superimposed.

To better illustrate the difference between five modules under similar context, I selected the 2010 Shanghai World Expo Experiencing Pavilion for examples, to analyze the characteristics of different strategies under the same proposition.



1.33 The Saudi Arabia Pavilion in EXPO 2010, Shanghai.

## (1) Sense - The Saudi Arabia Pavilion

To create a sensory experience is generally achieved by a noticeable item (product) or through a philosophy (culture). Regarded as the beginning of the experience hybrid, the perception part always uses exaggerated visual language for user's attention. Concept is conveyed in

sense experience part should chorus with remarkable physical media in a straightforward manner.

The Saudi Arabia Pavilion in the Expo 2010 is quite popular because of its giant screen with 1600 square meters. Visitors could stand on an impending trestle, as if floating in the real situation in Saudi Arabia, it's so striking to forget.



1.34 The Saudi Mekka Pavilion in EXPO 2010, Shanghai.

## (2) Feel - The Saudi Mekka Pavilion

Feel experience is the second phase after perception. Feel is the most unique part of experience. It can be obtained by creating a field, including setting hardware and creating a soft atmosphere. It's more like a wonderful chemical reaction. The trigger could be large or small, its role is to induce the users' feeling and emotion.

Islamic pilgrimage created a "tent city". The pavilion in EXPO is just a miniature of the magical maji-jamina

tent city in Mekka. This city solved a peak population around 3 million people in pilgrimage, which showed the grassroots intelligence through the usage of material and structure. And the pavilion reappeared not only the appearance in real scale but also let viewers visually experience the habitat environment with pilgrim belief.



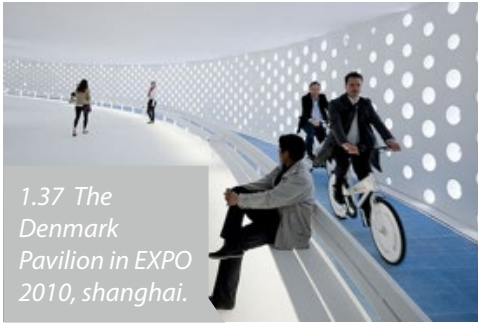
1.35 The UK Pavilion in EXPO 2010, Shanghai.

## (3) Think - The UK Pavilion

Thinking experience is the third link in experience hybrid. Creative parts are easy to raise people's attention and make them concentrating and it helps to make you think by yourself. The introduction of high-tech requires users of thinking, and the deep thinking experience is in mind or soul.

Through the special nation pavilion, UK pavilion is the most representative one. The dandelion is a seed cathedral, with around 260,000 extinctive plant seeds stored in acrylic tubes. They bring light into the dark interior, purely as a simple reminder to think about nature and our relationship, the relationship between humans and other creatures on Earth.





1.37 The Denmark Pavilion in EXPO 2010, shanghai.



1.38 The Denmark Pavilion in EXPO 2010, shanghai.



1.39 The Denmark Pavilion in EXPO 2010, shanghai.

## (4)Act

### - The Denmark Pavilion

No matter if the visitor is motivated or spontaneous to act, the experience could be do something for real or interactive with a lifestyle. Through physical experience to enrich a visit, it leaves tangible experience.

In EXPO, the Denmark pavilion is designed to be a cyclical banded space. It's said to imitate biking paths in Copenhagen. Visitors experience the bicycle kingdom with bikes, and the concept of protecting environment and city life could be picked up through the riding as well.



1.40 2010 EXPO , shanghai.



1.41 The Italian Pavilion in EXPO 2010, shanghai.

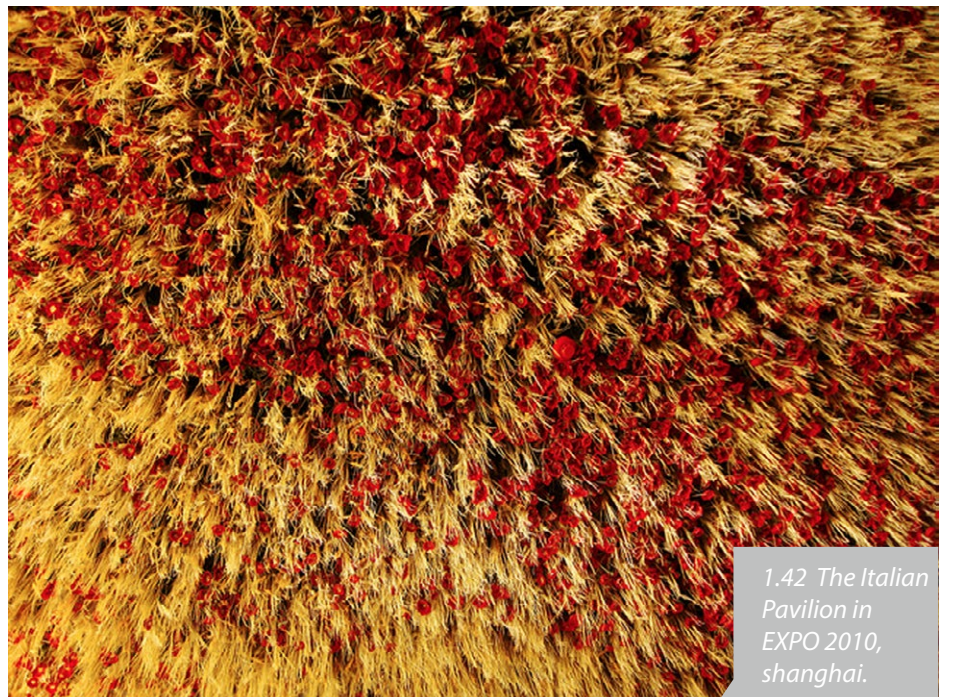
even the Renaissance art have been used in the display design. To support the italian style, there're also two italian restaurants inside the pavilion. Besides, the 12 region of the country gives show one by one, and all the performance is to show the complete Italy, to arouse the visitors ' love of a fine life, which is beyond democracy and cultural way of life , and to find the sense of identity.

## (5)Relate

### - The Italian Pavilion

The relating experience is the most difficult to be triggered, but the easiest to last in mind. To access it, visitors would often meet with a specific culture or a likely minded crowd, which creates a deep resonating from the deep heart. Its effect is actually beyond the place or the object itself, but a wider context of meaning.

The idea of the Italian Pavilion is paddle game, which is also a popular game in China. This language has been used in the building design. the entrance of the pavilion recovered the Olympic theatre and italian symbols like car, shoes, fashion and orchestra,



1.42 The Italian Pavilion in EXPO 2010, shanghai.



# To build Experience

## Physical Means

### (1) Space Arrangement

Including spatial flow, functional layout, spatial graphic, interior decoration etc. The reasonable flow could keep the visiting experience always in order, and it helps to improve the quality of the experience too. And the clear communication of the functional layout will let the users easily find their way in this place. Later, the consistent visual graphic in the space improve to create an impressive feeling of the overall space.

### (2) Interface Design

Including visual and sensory design, such as audio, visual and touch. For this kind of design, the designers shall first comply with the principle of readability, using clear and straightforward language, along with graphic or color, instead of large amount of text. In some experience pavilion with strong trigger, hearing and smelling are used to strengthen the experience, such as clink noise and the smoke in the kitchen.

### (3) High-tech device

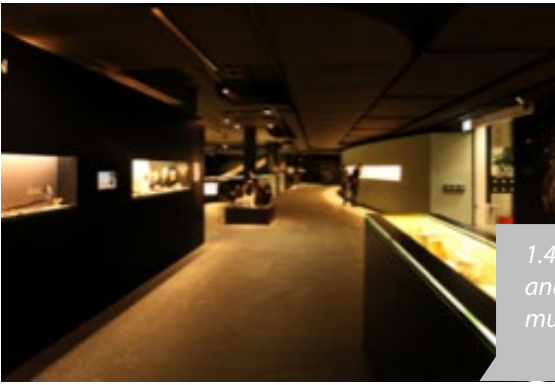
In addition to normal electronic screen, speaker, there are some high-tech hardware, such as the 360-degree spherical screen, smart mobile devices like iPad and iTouch, and high-tech software such as Internet technology real-time information transmission. It is believed that with the development of science and technology, there will be more technology equipment and software designed to be used in experience design.

### (4) Staff and community

Staff including navigating, security and other service providers. They help to maintain the quality and order of experience, and the other community could be some group, association, organization who gather depending on a specific property. A lot of galleries are recruiting members in the society as a volunteer of the Museum. It's actually the use of social intelligence that taking advantage of citizen's knowledge to increase freshness and closeness of the pavilion.

### (5) Event Arrangement

Typical forms are lectures, theatre, workshops, etc. Using one or several means for visitors' resonance with a particular object or event; And also to activity arrangements on holidays and weekdays could make difference. For example, set some family interactive activity on weekend schedule, and set some regular activity in the week.



1.43 Science and natural museum, Bern.



1.44 Exhibition about sausage, Thur



1.45 The Netherland museum, Amsterdam.



1.46 The natural and history museum London UK.



1.47 The science museum, Milan, Italy.

# 02 THEORETICAL RESEARCH

## *PSSD of experience pavilion*



2.2 Scene of doing desk research.

In the era of experience economy, users' needs vary from time to time, even the needs of the same user from different phases. There is huge diversity in customers's needs. The consumers not only care about results but the process, they are seeking personalized and unique feeling and experience. People don't just use product but require unexpected experience through the use of the product, that's when product and service system design appear. PSSD(Product service system design) features the deep integration of products and services. In Lu Yu tea experience pavilion, the pavilion itself, display property, and tea-related products are tangible products, namely products in the traditional sense. As a systematic and intangible product, PSSD contains the service cycle, service function, service modes along the visibility line, which is always associated with tangible products. This integration of product system and service system is the branch comes from the concept of "user-centered" design. In the design of experience pavilion, emphasizing on humanization, the experience itself and role play, is the core of competitiveness. In the experience pavilion, products and service melt into the space design. Under the background of experience economy, tea cultural tourism products need to be first extracted for distinctive tourism theme and personalized tea tourism products, as to explore the deep meaning of tea cultural experience, creating correct tea experience atmosphere, in order to get the core competitiveness. While PSSD has the methodology and theory including tangible and intangible design, this can contribute to consolidating and strengthening the advantage of experience pavilion.

For the basic conditions of this project, from september 2013, I participated in the group designing for Lu Yu Tea Experience Pavilion, which started from planning. We are going to create a different place from those traditional museums, exhibition halls by the means of PSSD. The purpose of this project is to promote tea culture of Huzhou and bring up the whole cultural tourism and tea industry in this city. Based on the real project's condition, I had a platform for real-time feedback from both our design team and the client, which for me is the best thing for PSSD regarding user research and prototyping, since it could facilitate the credibility and feasibility of the service system.

## ***The design principles for PSSD of experience pavilion***

### 1. The pavilion is the container of experience creating

Experience creating is an comprehensive effect. Since experience is unique, spontaneous, independent and variable, PSSD of experience pavilion require designers to consider multi-point PSSD to covering the complete scope of user's experience and value. In this case, the people, place, product and plan of PSSD should all be used as media to actuate experience. In other words, the four elements share the responsibility for creating experience. As a whole, the pavilion is the one who holds them all, thus the pavilion itself should be highly systematic. And its rold is to connect servie providors(the manager of the pavilion), the users(mainly about the visitors) and the other stakeholders, to make the system and network run smoothly and sustainably.

In addition to creating a comrehensive system, the PSSD of the experience pavilion should pay attention to the consolidation and level of the system. A consolidate system needs a clear theme, around it, the software and hardware in the product and service system have to follow this theme. On the other hand, a well-bedded system has a clear function propotion. In the PSSD of experience pavilion, the pavilion is used mainly for display, while the other facilities are assumed to be functional package(such as consumption and leisure function.)

### 2. The pavilion is the icon of the visitors

The experience pavilion attracts visitors by the means of creating unique experience, but meanwhile, it reflect one's sense of value, leisure culture, comsumptive advocation and lifestyle. It's almost the epitome of the visitor. Thus, before the visitors' arrival, designers should have a clear eye of the pavilion's position, providing the correct PSSD for visitors to reassure their choices.

2.3 Main actors in design process.



参观者  
User



服务提供者  
Service Provider



设计师  
Designer



体验馆经营者  
Manager



In PSSD theory, designers need to develop emotional communication between visitors, which breaks the traditional communication, but rather requires the designer to consider the problem from visitors' point of view, putting themselves in visitors' shoes, which is called the "empathy" by psychology. At the same time, between visitors and employees, or visitors and visitors, create emotional link, to inspire the "social intelligence" (social intelligence, refers to the socio-cognitive and emotional quotient of wisdom comes from the establishment of constructive and meaningful interaction). Designers need to develop ways to allow visitors to realize and express their feelings, so as to identify their attitudes, abilities and needs; Finally, the "co-design" is to be achieved between designers and visitors directly or indirectly to promote the establishment of meaningful design.

To become a user's icon, their needs (emotional and rational) should be figured out first, which refers to the user's research in the traditional sense; And then in order to resonate with users, designers need to get rid of personal thinking to the maximum level, inviting participation from all kinds of users evaluating on the system design the design process, collecting objective opinion, soughting higher sense of identity.

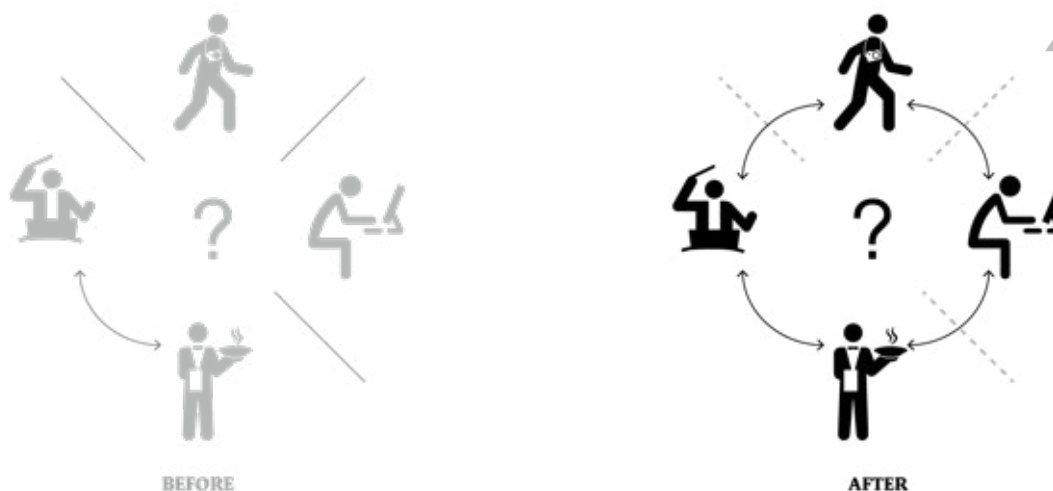


2.4 social intelligence

### 3. Value on the interface design and maintenance

Talking about interface design in PSSD, it contains several forms, ranging from user-staff interface, staff-service interface, user-user interface. Designers have to follow the human-centered principle and strengthen the setting and maintenance of the interactive model. For instance, evaluation and improvement on interactive action and interface between different layers, try to minimize the disorders, to increase usability, and to convey information with clearer language (like using more visual language). Others could be jointless experience (like consistency in temporal dimension) and inclusive means of communication (like setting both automatic and manual info points to cover users from different ages). There're more examples like discovering better cooperation between different stakeholders to establish stable service construction. What's more important is by the introduction of user-centered innovative thinking, constructional revolution is going to happen relating to the core position of user's needs and experience.

2.5 Interface design

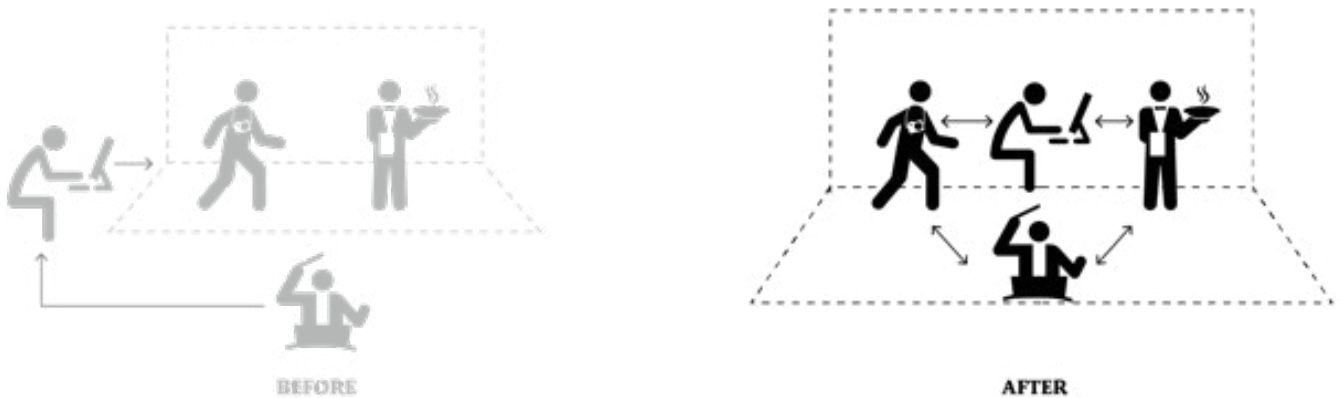


#### 4. Increase the pavilion's added value

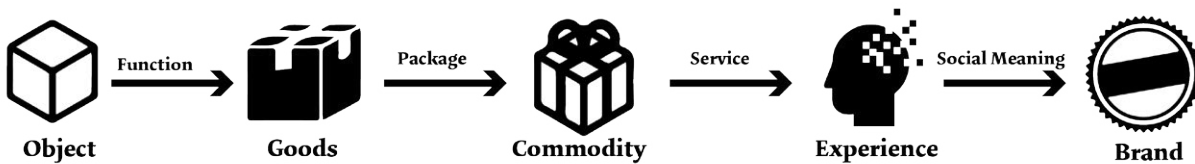
The pavilion could do more than just creating positive and optimistic emotion, fulfill the user's emotional requirements( such as homesick), it can increase the propotion of sharing experience, which means building a bridge between users, letting them find a legendar in a specific aspect. It's also a means to reinforce sense of belonging. Thus, platform is essential added value to a experience pavilion.

From the interactive scene of PSSD, platform means user-generated content. It's more like a participation type of design show. The interaction process and result between user and device, or user and user, or user and service, will be the core of the experience pavilion. And users could choose the experience content by themselves, while the pavilion is just like a background stage, on which there're the users as the main actors. In that sense, users become the producer instead of the receiver of the display, and the pavilion is no longer the palace of entertainment, but a place for enjoyment. The visitors who have the initiative in hands can put their heart into the experience, arrange their schedule according to different requirements, remove their pressure to find opportunities for self-realization.

2.6 Interactive Stage



In addition, in pursuit of added-value, the concept of experience brand needs to be strengthened. To integrate product into experiential brand, to create a brand image, stressing the good experience of consumption, useage and owning. And the brand's added value is interconnected with the icons it carries.



2.7 Added value of branding.



## 5. Conclusion

In this section, I summed up the PSSD principles in four points and developed each of them. In order to better conclude them according to PSSD theory, the table is made of the four elements of PSSD, which are people(stakeholders, visitors, manager, cooperators), places(environment, layout, and flow), product(tangible and intangible outputs), plan(behavior, sequence, relationship and system operation).

2.8 General Design principles.

PSSD	General Design Principle	Practical Steps
People	Know the users' needs	Empathy+social intelligence
	Develop user's value	from Passive to Active
Place	Set up a consolidate and stratified system	Theme+a thematic package including software and hardware design
	Provide a platform for interaction	Strengthen sharing experience
Product	Focus on the usability of interface	visual info+jointless experience
	Increase pavilion's added value	platform+social meaning of the brand
Plan	Consider all of the stakeholders	Sustainable network and collaboration
	Value the synthesis experience	Provide the media as the trigger of experience creating

In short, the PSSD study in this article attempt to render the PSSD for new display museums which are called experience pavilion. The final results are supposed to used for seeking for collaborative service model. The main aim is to encourage interdisciplinary collaboration between design teams, to explore the social, economic and technical feasibility. Turning the existing service model into an open one which is based on social network and collaborative service, to create replicable developing model for making people's life more sustainable.

# 03 from THEORY to FIELD

## *Research about Tea Experience*

### ***The development of Tea experience***

About one thousand years ago, Bulang people in Yunnan found a kind of amazing leaves which is the most famous east beverage, the tea. Tea becomes part of Chinese tradition, the custom of tea drinking is original from Chunqiu dynasty, develops in Tang dynasty and becomes popular in Song dynasty. In fact, tea is not only about the science, but also the inner spirit and meditated thinking. Therefore, the inspiration from tea history, tea ceremony, tea custom and other tea related tea culture is rich, various and vivid.

### ***1.The contents of Tea experience***

Tea experience is a feast of sensibility. The taste, the color, the smell and the tea ceremony have a strong relationship with the people who are enjoying tea.

### ***Tea planting and tea processing***

Different geographic and climate condition in China produce different kinds of tea. Each tea has particular processing which create different flavors. General tea processing including picking leaves, withering, fermentation, fixing, rolling and other common steps while some of traditional process also including tea sliding, tea steaming and tea roasting. The end products of tea are stored in form of tea cake, tea brick and etc. Modern people can hardly image how hard traditional tea processing is. Since 20 century, the traditional tea processing is replaced by the modern industrialized production process, however, the ancient craftsmanship is still valuable and irreplaceable today because the fusion temperature of the land and hand will always be the oasis of Chinese.

### ***Tea making***

Thousand years, east people seek the meaning of life in a bowl of tea. People in different dynasty create various ways to make tea. Years give the tea flavor and the tea-maker provide the tea with soul, different people have individual tea making. Brewing tea, waking up tea, selecting water, each step will provide tea with particular characteristics.

### ***Enjoying tea***

Except the tea itself, Chinese people focus on water, device and environment as well. We believe that the true conception of the tea can only be understood in a perfect atmosphere. Two thousand years, the way people enjoy tea change a lot, tea baking replaced the tea steaming, tea bag instead of tea cake. The custom and ceremonial sense become simple and more devices like tea matting and tea toy are invented by people's wisdom.



*3.1 Traditional Chinese tea culture.*



### **Tea culture**

The Chinese character “Cha” means human among the grass and tree. It represents the attitude of respecting nature. Thinking while enjoying tea are the core value of Chinese tea culture.

### **Tea ceremony**

Dai people has Sanwei tea while Bai people has Sandao tea. Different tea has different way and custom to enjoy. There are 56 ethnic groups in China, they all have their own tradition and some of the customs are still exist, such as, the “tea competition” which original from Tang dynasty is still popular in the folks, another example could be the caravan on Tea-Horse road. Some people even say that the Opium war in 1840 is mainly for tea. There are too many legends and historic stories about tea are waited to be explored.

### **Tea Buddhism**

The core of tea Buddhism is humanity and daily

life. The value of tea Buddhism can be described by gratitude, tolerance, sharing and relationship. Tea Buddhism is the understanding of sincerity, self-pursuit and love. The Sandao tea in Dali is famous for its metaphor about life. Above all, the true tea Buddhism isn't a performance, but the behavior in your life.

### **Tea poem and tea painting**

In the long history of Chinese tea culture, tea has a great impact on art as well. The ancients believe that they can see the river, the mountain, even the world in a bowl of tea. From “Chuan Fu”, the earliest poem about tea, there are number of poems about tea were made. The painting about the tea always represents the scene of tea making, the illustrators of tea-maker and devices are vivid. As you could see, tea culture plays an important role in ancient palace and folks.

In addition, in pursuit of added-value, the concept of experience brand needs to be strengthened. To integrate product into experiential brand, to create a brand image, stressing the good experience of consumption, useage and owning. And the brand's added value is interconnected with the icons it carries.

### **2.Way of tea experience**

In our daily conversation, the “water” and “tea” has the same pronunciation, which you can find that tea is an essential part of our life. One of the reason is different effects of tea. Northern nomads use tea to supply vitamin in order to balance their diet. Oolong can help people to lose weight, green tea is anti-radiation and rose tea has beauty function. Some unique flavors have been developed into perfumes and other cosmetics as well.

### **Tea products**

Make snacks and desserts with tea is another respects for tea. The tradition of tea food has a long history. At first, people eat the raw leaves, after that, people make tea into gruel, pancake and other pastry. In the modern time, people use tea to make yogurt, candy, biscuits and other products.

### **New ways of tea consumption**

The exploration of tea products has no end. Let's discuss some new ways of tea consumption. First of all, new business modes such as new tea houses, tea bath and tea store are popular nowadays. For example, “Cha stories” is attempt to be the Chinese Starbucks and tea bath makes a good use of old tea leaves. Some tea stores operated by young designers create a fresh and simple atmosphere where people could enjoy tea.

### **The sado**

As an important part of Chinese tea culture, the tea art was popular in Tang dynasty, the tea ceremony also called sado. The sado is take leads a pious life obtains enlightenment drinks the tea art as the objective, contains the betrothal gift, the etiquette, the environment, to lead a pious life four big essential factors.



The tea art is the sado foundation, is the sado essential condition, the tea art may the independence exist in the sado. The sado take the tea art as a carrier, depends on each other in the tea art. Tea art key in "skill", in the custom tea art, obtains again enjoys esthetically; The sado key point is saying ", is for the purpose of cultivating the mind through the tea art grows the soul, perceives through meditation the main road. The tea art connotation is smaller than the sado, the sado connotation containing tea art. The tea art extension is bigger than the sado, its extension is situated between the sado and the tea culture.

# 04 FIELD RESEARCH

## *More than Teahouse*

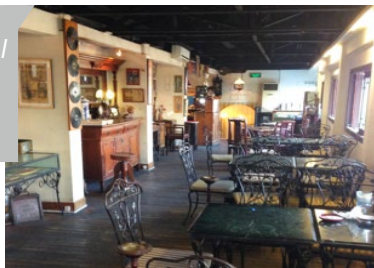
In history, different from the private teahouse, some upscale teahouse are where to appreciate the art of tea and where tea-lovers to chat. Imaging in a traditional old teahouse, the tea specialist is performing on the stage, conveying the charm of tea culture, these kind of scene really carries the taste of tea. But now, with more addition of complex elements, the core of teahouse or more tea experience places, has collapsed. In my opinion, if the tea experience is away from the art, it lose the spiritual charm. Then it comes up with the question that how a teahouse within fast-paced life background transform into trendy place for modern people seeking for tea experience? Perhaps, we could try to put aside the traditional concept "Teahouse", shifting our mind into a broader scope of tea experience places, for finding the answer.

### ***Places for Tea Experience***

Places for tea experience are more than tea experience pavilion, it includes traditional teahouse and the main object discussed in this article, which is the tea experience pavilion.

I did a field research about 6 tea experience places in Shanghai, and discovered fantastic types of places have been created by tea-lovers, it's really a renovation by social-intelligence.

4.23 Traditional Chinese tea culture.



### ***Antique/Original Custom Teahouse***

Museum & Teahouse, experience local customs from tea, adhere to the roots of peace  
e.g. Shanghai Antique Teahouse, The old tree Teahouse

4.24 China National Tea Museum



### ***Tea Museum***

To show all aspects of tea culture by exhibition  
e.g. China National Tea Museum



4.25 ChinFond



## **Leisure Teahouse**

Mainly for Entertainment, along with tea drinking

e.g. ChinFond

4.26 Tea Scene



## **Tea Shop**

Purely commercial, selling gift box and lite package of tea, provide try tea area

e.g. Chain brand like "Tea Scene"

4.27 CHASTORY



## **Modern Fast-Tea house**

To discover the fasion in Tea Life

e.g. CHASTORY

4.28 YASI



## **Modern Tea Art Shop**

Selling Tea Art Works or commodities

e.g. YASI

4.29 JingluoTea House



## **Tea Life House**

Pay for Experience the Process and Product

e.g. Jingluo Tea House

4.30 Orange Tree



## **Experience Platform for Chinese-style Life**

Advocates returning to the simple life, public spirit

e.g. Orange Tree

# 04 FIELD RESEARCH

## *Case Studies*

The decline of traditional teahouses is not the seasonal result of market volatility, but the inevitable change in the development of the market, since the lagging tea experience can't meet the needs of social development. Many people blame it as the users no longer knows tea, and unwilling to judge tea drinking from the deep heart. In fact, these tea experience places should really listen to the needs of users, to understand how to enlight them in new media era. We have to transfer our perception of tea just as a drinking, regard it as a culture experience and consumption, to develop new skills for spreading it.

Thus, I analyzed three cases as they are proving valuable renovation in tea experience.

4.31 CHASTORY





## Case1 CHASTORY

Established time: Dec.2011

Keywords: Modern Fast-Tea house like Starbucks

Targets: Male under 35 years old & young people between 20-30, especially female

Currently, CHASTORY owns 9 stores in Shanghai. It advocates "harmony, calm, pleasure, genuine", cultivate the moral character and nourish the nature in the language of tea. The establishment of CHASTORY used commercial and fast promotion to cultivate the young's habit of tea consumption. According to the statistics, two-thirds of their customers are female around 30 years old, while the traditional customers of tea are male around 35 years old.

From Design point of view, the interior décor is with modern Chinoiserie, along with concise brand image, appealing to young aesthetic; For the layout, besides tea and tea making area, tea art observation seats and reading area are available in the store. For all the chain stores, the space varies, but they adhere to the design concept about community culture and the spirit of sharing. The significance of CHASTORY lies not only in its unique business model to standardize tea, but also because it interpretes the language of fashion aspect of tea in contemporary urban era. It offers new ideas for the development of traditional culture as the tea culture. Putting aside it's commercial feature, the effect that it received great attention within only three years is really approving its value.

### 4.32 CHASTORY



## Case2 JINGLUO Teahouse

Established time: Mar.2012

Keywords: Creative culture brand about Tea & Countryside in urban

Targets: White-collars, corperation, friends

4.33 Jingluo Tea House



There are numerous small alleys in Shanghai, the introverted style Jing Luo is easily to be passed by. The feeling of JINGLUO is just like its owner who is quiet and delicate. It's a chinese style small store who sells tea, small objects and peace. The space is around 50 square meters, but really fits for friend's chatting, and for incense class. The rustic design style is like Grandma's living room, where holds wooden tea table, incense and rusty window. It's perfect for holding a chinese tea embedded in the light aroma of tea. In the moment, there's just time and yourself.

The events are usually taught by the owner. The previous events are courses of Guqin, Chinese calligraphy, Chinese painting, new tea sharing and carving, etc. With clearer idea of business, the current events are mainly tea-oriented ones, focusing on tea products and setting this place as a studio for tea life. Sometimes, the owner will be invited by a number of large enterprises to teach white-collars how to relieve work pressure, sharing the philosophy of life in tea experience.

Modern Tea life Houses like JINGLUO are appearing more and more in residential buildings in this city. Most of them don't have large space, so that they hold only events in small scale such as product show and tea sharing. These places promote their tea products by the means of providing direct experience and teach urban citizens to appreciate the beauty of traditional culture.

4.34 Jingluo Tea House





## Case3 Orange Tree

Established time: May.2010

Keywords: Relaxing, self-understanding, simple life

Targets: college students, young people, top management in the company

Orange Tree is more like a family. The " oranges" have their own classroom, living room, kitchen. Through experience in the forms of meditation , observation and understanding, they learn calligraphy, tea culture, TCM, Tai Chi, Zen culture, and Chinese national classic. Those China traditional culture essence help the young people release stress seeking for money and other benefits, but encourage them to purchase the value of life.

Orange Home is completely managed by the volunteers of Orange Tree, including the library, vegetarian cooking, charity sale, Zen meditation and donation. Orange Home is a platform to educate people learning ecological ways of living, both mentally and physically.

In addition to their regular events, orange tree always collaborate with other public institutions, organizing a number of activities, or promoting some handcrafts. For instance, once they worked with a high school, gave tea culture lessons to the teachers, helping them to well getting along with students, colleagues, and suggested that school should equipped with tea making facilities, to adjust teachers' nervous state of mind. After that, gifts were given to the participates. In a work, orange tree aimed at teaching people to be excluded from worries, showing the peaceful way of getting along with friends and with themselves.

In my survey of orange tree, the first thing I felt is the happiness from their deep heart. They have insisted on the pure non-commercial principle for almost 4 years, but it's still alive. They said they were "the Temple in the city". In my point of view, it's more like a garden preserved by traditional culture lovers in urban lands. They value this place for showing off personal identity, getting rid of working pressure, enjoying the tea and Zen wisdom.

4.35 Orange Tree



# 04 FIELD RESEARCH

## Case Studies

### Conclusion

Urban soil cultivates special model for tea culture experience. After the field research for either traditional or modern tea experience places, my strongest feeling is that citizens are eager to release their pressure, they desire for spiritual practice. This is particularly prominent in female white-collars. As they prefer plain way of life and lower pressure, the place itself doesn't need to hole a clear function, but a sense of belonging. Thus in PSSD for experience pavilion, to provide users with initiation is the most outstanding tips from case studies. After that, learning from the business models like JINGLUO tea house and orange tree, or even considering cooperate with them, the experience pavilion could gradually develop out local way of tea experience.

## Site Research

### Current development of Tea Culture Industry in Huzhou

(1) Opportunities brought with advantaged geographic location

Huzhou is located in the central area of the Yangtze River Delta. It has obvious advantage because of its convenient transportation. It connects the north and south wings of the Yangtze River Delta, and it's the the node type city in the central eastern region of China. Huzhou always pays attention to education, so it owns rich cultural heritage, along with wide cultural tourist resources. This city is filled with beautiful nature scenes, in recent years, it follows the direction to create harmonious environment, which contributes to the comprehensive city development. The above conditions make up the fertile soil to build an experience pavilion where is supposed to promote tourism developing in Huzhou and to improve the local economic developing in a sustainable way.

4.36 Location of Huzhou City







4.37 New hotel  
with old boat in  
Huzhou

## (2) "Slow life" in Yangtze Delta Tourism circle

Yangtze River Delta region is the most active area in China's economic zone, but also the starting point of modern tourism in our country. So the tourism industry has been fully developed from the very beginning. According to statistics, the Yangtze River Delta region has 1 best tourist cities, 25 National Excellent Tourism Cities and numerous tourist area. Zhejiang Tourism Bureau leaders had said: "With the acceleration of economic globalization and regional economic integration of the Yangtze River Delta, Jiangsu, Zhejiang, the inter-regional tourism source and destination is going to have more obvious characteristics."

Huzhou City is in the Yangtze River Delta metropolitan area. It is predicted that the slow life advantages of the Yangtze River Delta tourism will be integrated into the new tourism development. Huzhou tourism industry itself has advantages like large tourist market, enough industrial resources, human resources. If it's combined with the "slow life" theme, through effective planning and integration, forming the Huzhou tourism brand in the future, Huzhou tourism can become an important part of "slow life" in Yangtze River Tourism Circle .

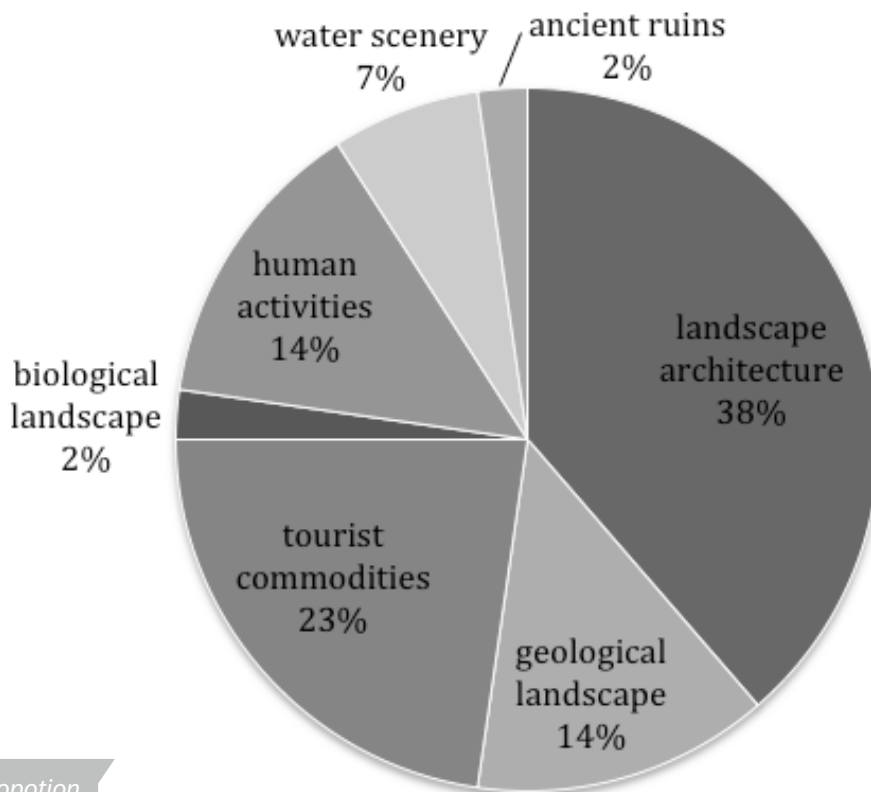
Tourism developed relatively late in Huzhou. The peripheral cities such as Hangzhou, Suzhou, Wuxi and other places have already established unique tourist image of the city. In that sense, Huzhou government is working to integrate local resources, make use of Huzhou's rich natural and cultural tourism resources, and strive to form an outstanding tour route throughout the city, to establish a line belonging to Huzhou only. Cultural tourism allows visitors to experience the depth of the cultural roots, leaving impression in the hearts of tourists. So the relevant municipal departments established cultural tourism as the breakthrough for the development. In today's tourism market, diversification of tourist demand is diversified and personalized. Huzhou should focus on experience, participation, knowledge of the development of cultural tourism products.

### (3) Feature Resources of the tea culture in Huzhou

If a place is famous for tea culture, there may be two reasons. The first reason is because of a tea production (such as Keemun in Anhui Province). The second reason is because of a famous tea lover. Regarding Huzhou, it's where Lu Yu wrote "the tea classics". He's called "Tea Sage". His independent spirit of exploration should be praised by the world, and Huzhou could make use of this advantage to develop some distinctive tea experience products.

Tea Culture Research in Huzhou social science started as early as 1990, there has been the Huzhou Lu Yu Tea Culture Research Association, who advocates "study of Lu Yu, to promote traditional culture" as the purpose. In July 2005, China International Tea Culture Research Association Lu Yu Tea Culture Research Center was established in Huzhou, together with Huzhou Lu Yu Tea Culture Research Association offices. In the past 22 years, it published authoritative theoretical journal of tea culture, such as "Lu Yu Tea Culture study", etc.; the major activities held include the one in April 8, 2003 for Lu Yu's 1270 years birthday. At that time, there is a commemorative meeting, Lu Yu tea competitions, QINGTANG's inauguration, in which France, Japan and more than 200 people participated. There've been numerous academic research and exchange activities. There're averagely about 100 domestic and foreign experts, scholars and tea lovers come for visit and exchange every year. Under the support of the study, including three Kuei Ting, Lu Yu tomb, Jiaoran tower, QINGTANG, and other industries have been renovated.

I counted the proportion of the tea culture tourism resources in Huzhou, including landscape architecture, geological landscape, tourist commodities, biological landscape, human activities, water scenery, and ancient ruins.



4.38 Proportion of tourism resources in Huzhou

4.39 Typical impression of Huzhou city

4.40 Scene and Tools for Chinese Tea Art

4.41 Typical impression of Huzhou city







# 04 FIELD RESEARCH

## Site Research

### Site Environment

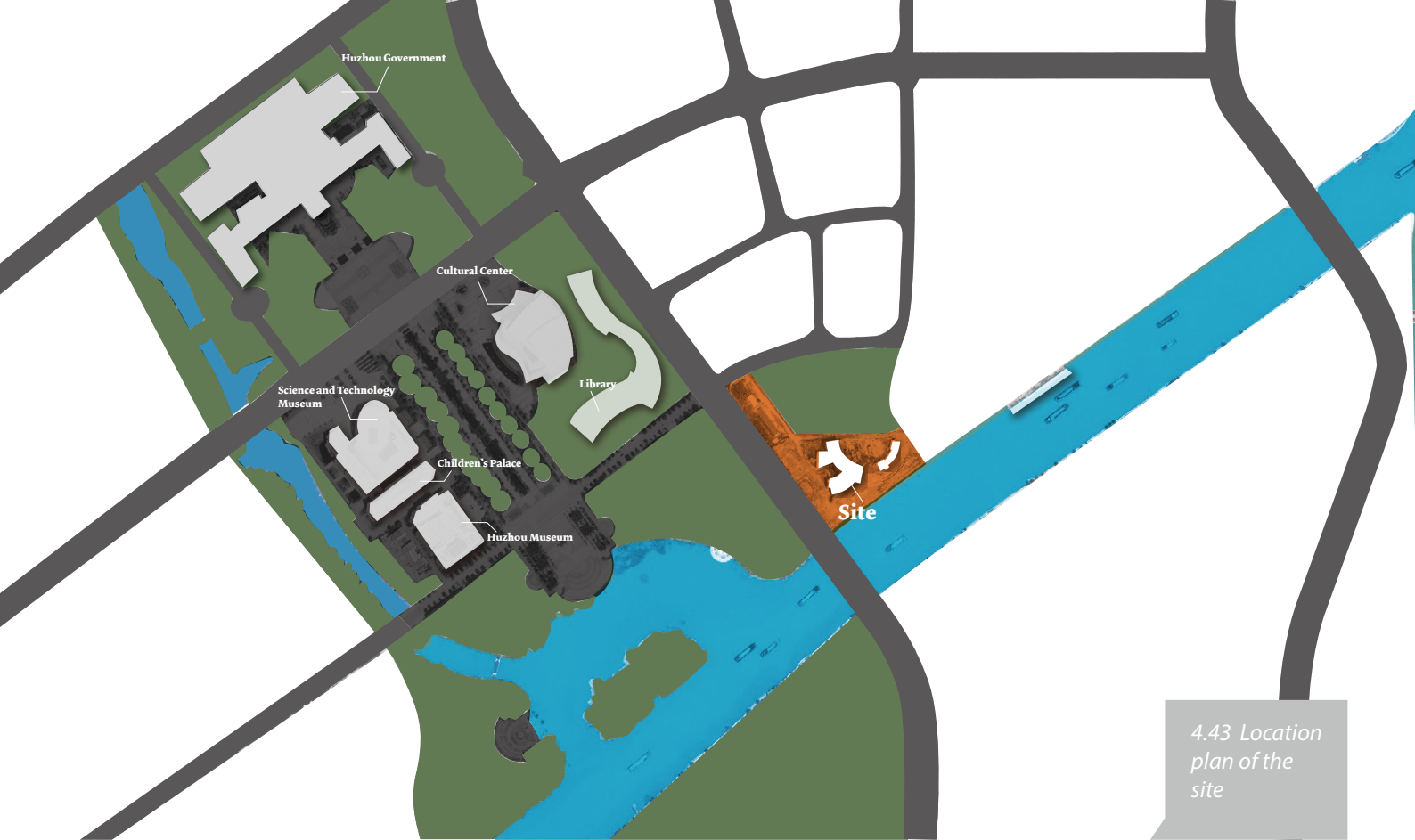
Huzhou Lu Yu Tea experience pavilion has an area of approximately 3,000 square meters. Its location is near Huzhou Government, Huzhou library and Huzhou local Cultural Center, Science and Technology Museum, and Children's Palace, it can be described as in heart of culture and education of the city. This is not only an excellent location for management, but it can attract young students, culture lovers, and science enthusiasts. It's the point linking municipal culture system, contributing to the dissemination of the latest scientific and cultural knowledge, and to promote local great tradition and history of tea culture.

Around the site, the main function of the cultural center is for citizens' cultural entertainment life. It holds public performances and exhibition from time to time, conducting training sessions for children and retired people. Recent activities include the choir, making fish dumplings, photography competitions, the participants are mainly school children and elder art-lovers. The other noticeable thing is the exchanging visit in Huzhou. There've been 572 activities, with an audience of 58 million. Meanwhile, in the neighbour provinces and cities, the same exchanging visit between cities have been 35 times. The serial event is aimed to promote communication between different cities in the forms of theatrical performances, painting exhibitions, and other forms of activities. It's a good cultural window, creating opportunities to attract culture lovers from neighboring provinces. In other words, under the leadership of Huzhou City Cultural Center, there will be more and more surrounding tourists come to this area to participate in all kinds of activities.

4.42 View of site from the bridge







4.43 Location plan of the site

The nearby Huzhou Library has been put into use in 2006. The newly-built museum is a modern and comprehensive public library with a large collection of documents ,books and information, and the reader activities as well. There's card service in the library, all of the activities like book lending, reference, SDI service, document retrieval, interlibrary loan, online browsing, Lectures Exhibitions , education and training, free movies and other services for the community can be realized by using one card. It's more convenient for getting those diverse and multi-level services, since the new museum is planning to increase more young readers.

In addition, based on the characteristics of the population and social needs of young people, the Science and Technology Museum and the Children's Palace will organize educational events and exhibits within a range of topics, including the summer (winter) camps, spring (autumn) trip and other types of off-campus cultural and educational activities, which will be the important base for the youth's learning. On weekends and holidays, training programs are offered to attract young people, it also forms consumer circles of family around the Children's Palace.

Therefore, Lu Yu Tea Experience Pavilion is adjacent to the core area of science and culture in Huzhou City. In addition to good cultural soil, the existing potential users, including young people and their families, school students, art lovers and elder culture enthusiasts. If the pavilion could analyze their needs and characteristics , and try to establish a cooperative relationship with the surrounding culture spots, to carry out the communicating activities, it will be able to effectively use the environmental resources, to establish Lu Yu Tea experience pavilion's image and reputation.



4.44 Proportion of the potential visitors

- Elder Art Lovers
- Young Experiencers
- Surrounding Visitors
- Local Tea Lovers
- The youth and Their family

# 05 USER RESEARCH

## *Theoretical Research*

### **Visitors' Experiential Model**

The following conclusion is based on "Reconceptualizing the Museum Visitor Experience – Who visits, why and to what affect?" by John Falk.

#### 1. Redefinition of time and space

Typically, visiting experience is generated by visitors. When it comes to the research of pavilion visitors, it is natural to start from the pavilion itself. But the fact is proved the abuse of this idea. In fact, only a small part of the experience really resulted from the pavilion itself. The whole decision process of why people choose to go to this pavilion actually takes place outside the pavilion, and this process will have pre-judged the next pivotal for all impact. In addition, studies have shown that before entering the exhibition hall experience, the visitors' knowledge and interest have a great impact on the following experience he will have. That is, if you do not understand a visitor's living outside the pavilion, it is difficult to understand his behavior and experience in the pavilion.

From the temporal perspective, there is a study about how long of the memory can have an effect on the experience. It can be a few days ago, it could be also a moment a few weeks ago, these past memories will interfere and influence the visiting experience, such as dialogue before visit could impact on visitors until they leave. The study also showed that what happened on him after visitors leave is also a key role for his visiting experience.

Most of the previous studies have data collected within the time axis which is positioned a short time after the end of the tour. This causes the result of the error, as the visitors can not accurately describe the harvest of their visit. So if you need to scientifically improve their visiting experience, it should be considered their life background, and all aspects of the visitors after their visit for the use of data collection.

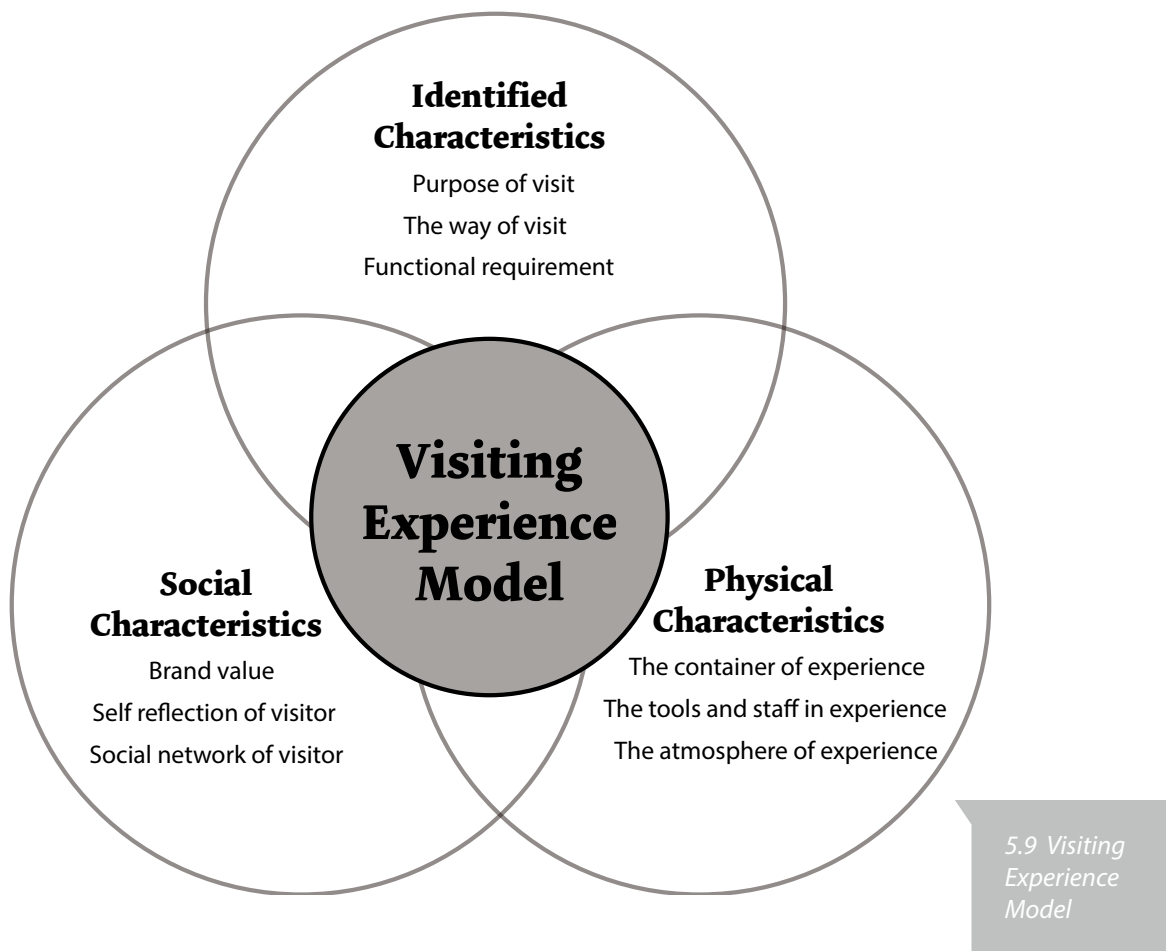
#### 2. Focus on visitor's identified characteristics

Another problem about experience study is that most studies have focused on the permanent property of exhibition and visitors, such as the content of the exhibition, the age, ethnicity, visiting frequency of visitors. From the traditional point of view, showing the content is the first element to attract visitors. Although this view is undeniable, on the other hand, the only interest about the content is not fully convince to visit or re-visit this pavilion, let alone through the replacement of the content, which is used to attract visitors. In this way of thinking, all of the media and marketing team start from the display content, but finally gets few success. This is because many visitors already know about the content before their visit, but they seldom regard this as the reason of departure.

According to the research, about 60% of people who visit the pavilion will focus on the exhibits, the most concentrated period appear in the first 15 minutes. In other words, 40% of people's attention is not on the exhibits, but on a conversation with friends or on observation about exhibition space. Thus, the content/object of the exhibition will influence the experience, but not all of the impact. In fact, experience is intangible, unchangeable, fixed, but fleeting and dynamic. It is a unique relationship created between each person during the visit, with others or with the environment. According to what John Falk noted in 2010, each visitor has the purpose of strengthening their identity, rather than simply to satisfy curiosity. Before or after visiting, visitors will predict and review the value of self-establishment and self-interpretation by visiting the different pavilions.

In short, in terms of visiting experience, it can be summarized into a loop: In order to meet the public to strengthen themselves or to meet the individual needs of self-seeking, people want to find a kind of leisure experience. And because most of the pavilions are considered to be able to meet these needs, the public will naturally find a reason to visit the pavilion. Over time, through actual visits, the visitors will determine whether this form of experience meet the demand or not. Once the supply and demand balance, then the audience will spread through mouths, which is a way to improve social awareness of the pavilion.





## 7 types of visitors' identity

Categories based on identity-related of the visitors.

### 1. The visitors' classification by John Falk

It has been proved by studies that the individual characteristics effect on the design of the pavilion. The New Media Partners report of 2010 also noted that: "More and more visitors (including pavilion employees) want to be able to bring their own social networks into work and study." John Falk shared different user types based on identified characteristics :

#### (1) Explorers:

Visitors who are curiosity-driven with a generic interest in the content of the museum. They expect to find something that will grab their attention and fuel their learning.

#### (2) Facilitators:

Visitors who are socially motivated. Their visit is focused on primarily enabling the experience and learning of others in their accompanying social group.

(3) Professional/Hobbyists: Visitors who feel a close tie between the museum content and their professional or hobbyist passions. Their visits are typically motivated by a desire to satisfy a specific content-related objective.

(4) Experience Seekers: Visitors who are motivated to visit because they perceive the museum as an important destination. Their satisfaction primarily derives from the mere fact of having "been there and done that."

(5) Rechargers: Visitors who are primarily seeking to have a contemplative, spiritual and/or restorative experience. They see the museum as a refuge from the work-a-day world or as a confirmation of their religious beliefs.

(6) Respectful Pilgrims. Visitors who go to museums out of a sense of duty or obligation to honor the memory of those represented by an institution/memorial.

(7) Affinity Seekers. Visitors motivated to visit because a particular museum or more likely exhibition speaks to their sense of heritage and/or personhood.

# 05 USER RESEARCH

## Research Result

### PERSONAS

#### (1) Mr. TAO

32 years old, runs a small tea house of an area about 100 square meters in Huzhou city. A tea specialist affected by his father. TAO grew up in Chinese tea culture who has a unique interest for tea culture. Starting from junior high school he always participated in some tea and folk poetry meeting together with his father, this gradually cultivated his hobby, but also brought a lot of friends with the same hobby. His tea house is still in the start-up stage, his main customers come from friends, each month, his friends will be invited to the Tea house for Tea Culture Research Association, mainly for tea assessment including tea tasting techniques and operation of art appreciation, etc., spreading tea, enjoying the beautiful environment, getting better mood throughout the tea process. TAO joined as well some tea club, they often meet together, enjoy a variety of tea drinking and exchange ideas about personal understanding. For his career, TAO insisted his interest about tea, instead of making money. For people who love tea, a tea shop can be regarded as a good place for understanding tea, sharing tea knowledge, or a place for purchase or exchange of the great collections of the tea. He is willing to find a venue close to unusual people.

#### (2) Mrs. QIAN

38 years old, she has a son of primary school. She became a full-time housewife, being responsible for the daily care of her husband and son. On weekdays, she spends most of the time on housework, meanwhile, she has hobbies such as cooking, reading novels and watching TV. Occasionally, she takes cooking classes and competitions organized by the neighbour community. The reason is she cares about the family's health, and the income from her husband is abundant for maintaining the high-quality living standard.

#### (3) Mr. ZHANG

Mrs. QIAN's husband, 43 years old. He's now working in financial industry. He has large pressure from his company, so his daily life is very tight. But no matter how busy he is, he always spends time with his family on weekends. Similar to the people with the same salary, ZHANG pursues high quality of life. In order to enrich his spiritual life, he likes to bring his wife and child to the library, science museum on weekends. On one hand, it could benefit his son for study, on the other hand, it expands the scope of his own knowledge, and the family can enjoy based on their own hobbies along with relaxing.

#### (4) LELE Zhang

the son of Mr. ZHANG and Mrs. Qian, 10 years old. He is now a student of Huzhou Central primary school. He takes weekend courses in Children's Palace. In free time, his parents take him to science museum, which enriches his scientific and cultural knowledge and makes more friends. So LELE looks forward to weekends a lot. His future dream is to become a scientist since he loves all kinds of things in the lab and is eager to learn about the function of all the reagents.

#### (5) Young SONG

26 years old, a freelance writer of a lifestyle magazine. SONG gave up jobs in a government institution and chose to become a freelance writer after graduation. He advocates independent lifestyle and loves travel and exploring new things. At the beginning, he likes to go abroad to experience foreign culture, recording everything he was on the road. The experience was published and shared by some lifestyle magazines who have readers loving freedom and slow-paced life. In recent years, SONG gradually found interest in traditional Chinese culture. He discovered large treasure in this old civilization. Thus, with the experience in many countries, SONG began a national tour of cultural experience. He hopes to share and introduce worthy domestic tourism spots, finding more intangible cultural heritage for the young generation.





**TAO**

Male, 32,  
the owner of a teahouse

**QIAN**

Female, 31,  
housewife

**ZHANG**

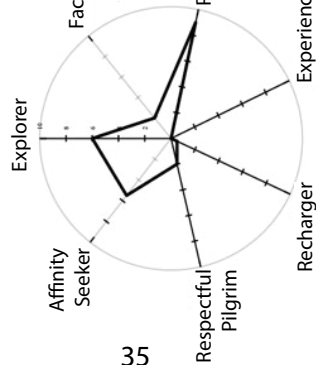
Male, 39,  
Golden-collar

**LELE**

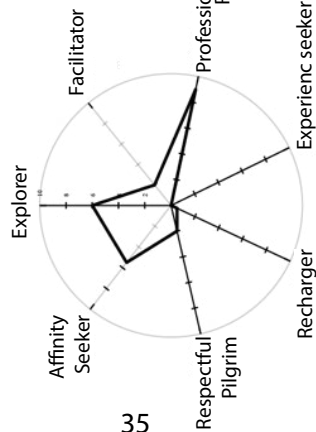
Child, 8,  
Student

**SONG**

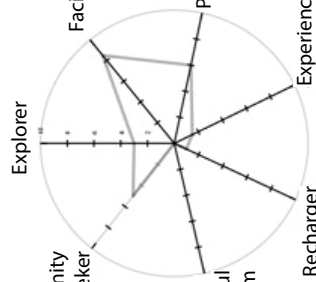
Male, 26,  
Freelance writer of lifestyle magazine



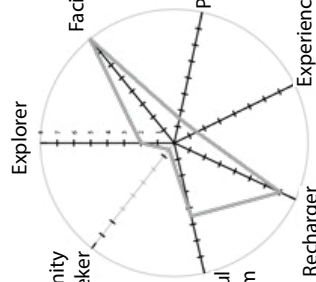
Professional  
Explorer  
Affinity Seeker



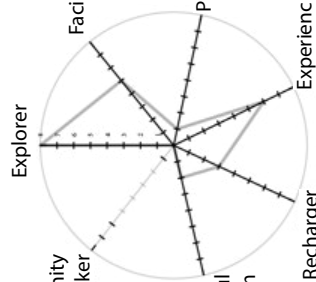
Facilitator  
Hobbyist  
Affinity Seeker



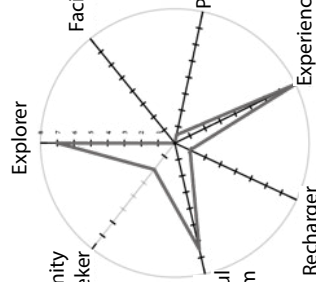
Facilitator  
Recharger  
Respectful Pilgrim



Explorer  
Experience Seeker  
Recharger



Experience Seeker  
Explorer  
Respectful Pilgrim



**PERSONA**

**VISITORS' IDENTITY**

**IDENTITY TYPES**

**NEEDS**

Share hobby  
Benefit work  
Make friends by the means  
of tea

Family Reunion  
Life quality  
Benefit child's growth

Relax and entertainment  
Family Reunion  
Getting knowledge

Family Reunion  
Relax and entertainment  
Experience by himself

Real Time info  
Science and Technology  
Easy of sharing

# 05 USER RESEARCH

## Research Result

### METHODOLOGY OF USER RESEARCH

#### (1) Design of the questions

I concluded the tea experience into 12 aspects/items. Through online survey and real user research, I tried to find out the most attractive aspects in modern times.

Q1: In your opinion, what's the attractive aspects of tea culture? (Please select 6 of them and give them an order)

- Tea Poem and Tea Painting
- Tea and Health
- Tea and Beauty
- The art of Tea Drinking
- Tea planting
- Tea dessert and tea snack
- Tea House
- New ways of tea consumption
- Tea Buddhism
- Tea and losing weight
- Tea History and Tea Custom
- The Art of Tea Making

- Move to the First
- Move Up
- Move Down
- Move to the

5.11 Online research Survey Design

Q2: Is there any attractive aspects besides the below 12 items?

e.g. Organic Tea,

During The research, different interest points are written on different cards with various colors. Each color represents a main topic and each topic has three aspects. The testers need to pick 6 cards among 12 and give order according to the interest.

Consumption
Cultural Treasure
As Beverage
Function

- A. Sense
- B. Feel
- C. Think
- D. Act
- E. Relate

5.12 User research Survey Design

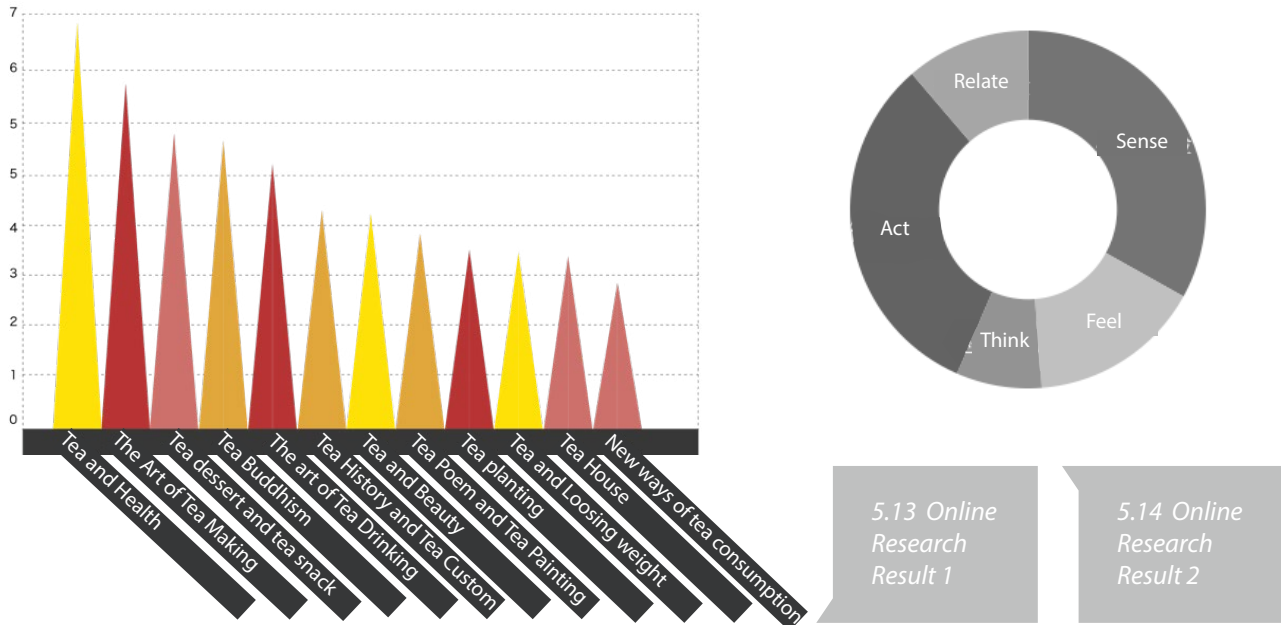
#### (2) Concluding way of Statistic

The test combines online questionnaire and onsite interview. Among 56 samples, 39 of them are from online and rest 17 are from onsite survey.



A simple approach is used to calculate the interests on different aspect and the formula is (times\*weights)/ number of tester. Different aspects are applied with different weights according to the order. Among the 6 aspects picked by the tester, the first aspect is given 6, the second is given 5 and the last one is given 1. For example, if there are 12 testers pick the same aspect, twice in the first position, four times in the second position and six times in the third position. According to the formula, the average interest points is  $(2*6+4*5+6*4)/12=4.67$ . About the proportion of the six topics is quotient of the sum of one topic and the sum of six topics.

### (3) the Online Research Results



### (4)The results of user research

Based on the user research, the author selected 3 groups of testers to do the interests points research in order to study the difference and find the suitable strategies. The results is in the following figure.



5.15 Pictures taken during user survey

As we could see, traditional tea culture enthusiasts care about the inner spiritual enjoyment most. They focus on the environment, atmosphere and the people during the tea experience. Young family are keen on the participation of tea experience, they put emphasis on how to use tea to improve the living quality and other tea related consumption. Young tourists are attracted by direct sensory stimulation easily and they have strong interesting on custom, story and planting process about tea.

Target Users	traditional Lovers	Young Family	Young Tourist
Persona	TAO	QIAN,ZHANG,LELE	SONG
Attractive Items	Tea Buddhism	Tea and Health	Tea History and Tea Custom
	Tea House	Tea dessert and tea snack	Tea planting
	Tea history and tea customs	New ways of tea consumption	Tea and Health
	The Art of Tea Making	Tea planting	New ways of tea consumption
	The art of Tea Drinking	Tea History and Tea Custom	Tea dessert and tea snack
	Tea dessert and tea snack	Tea House	Tea Buddhism
SEMs (strategic experiential modules)	Feel	Act	Sense
	Relate	Sense	Act
	Sense	Feel	Feel
	Act	Relate	Relate
	Think	Think	Think

5.16 Pictures taken during user survey

# 06 THE PAVILION

## Functional Layout

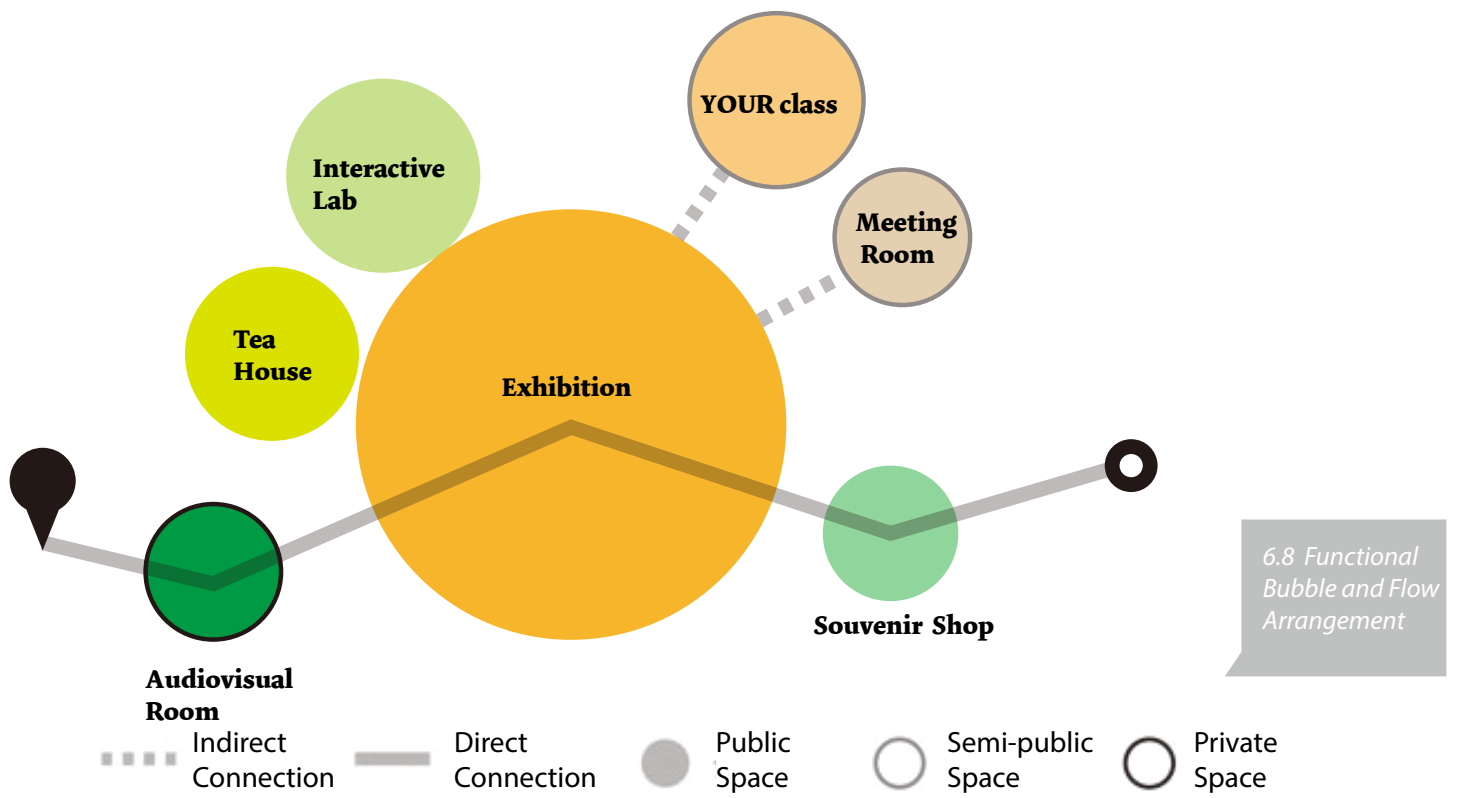
### (1).Function Setting

The function Setting is decided based on the initial analysis on the space mode and supporting service system for different user. There are 7 function area in Lu Yu Tea Experience Pavilion and each area has particular physical approached to highlight different experience strategy.

Functional Area	Tea Culture Items	SEMs	Physical means	Identity Types	Persona
Audiovisual Room Exhibition	Cultural Treasure Tea as Beverage	Sense Act	High-tech device Space Arrangement	Experience seeker Explorer Facilitator	SONG LELE
Tea House	Tea Consumption	Sense Act	Space Arrangement Interface Design	Facilitator Experience seeker	QIAN
Souvenir Shop	Tea Consumption	Sense Feel	Scene Imitation Interface Design		SONG
YOUR class	Cultural Treasure	Relate Act	Staff and community Event Arrangement	Professional/hobbist Recharger	TAO ZHANG
Interactive Lab	Function	Act Feel	High-tech device Event Arrangement	Explorer Recharger	LELE
Meeting Room	Cultural Treasure	Relate Think	Scene Imitation Event Arrangement	Professional/hobbist	TAO

6.7 Function Setting of the pavilion

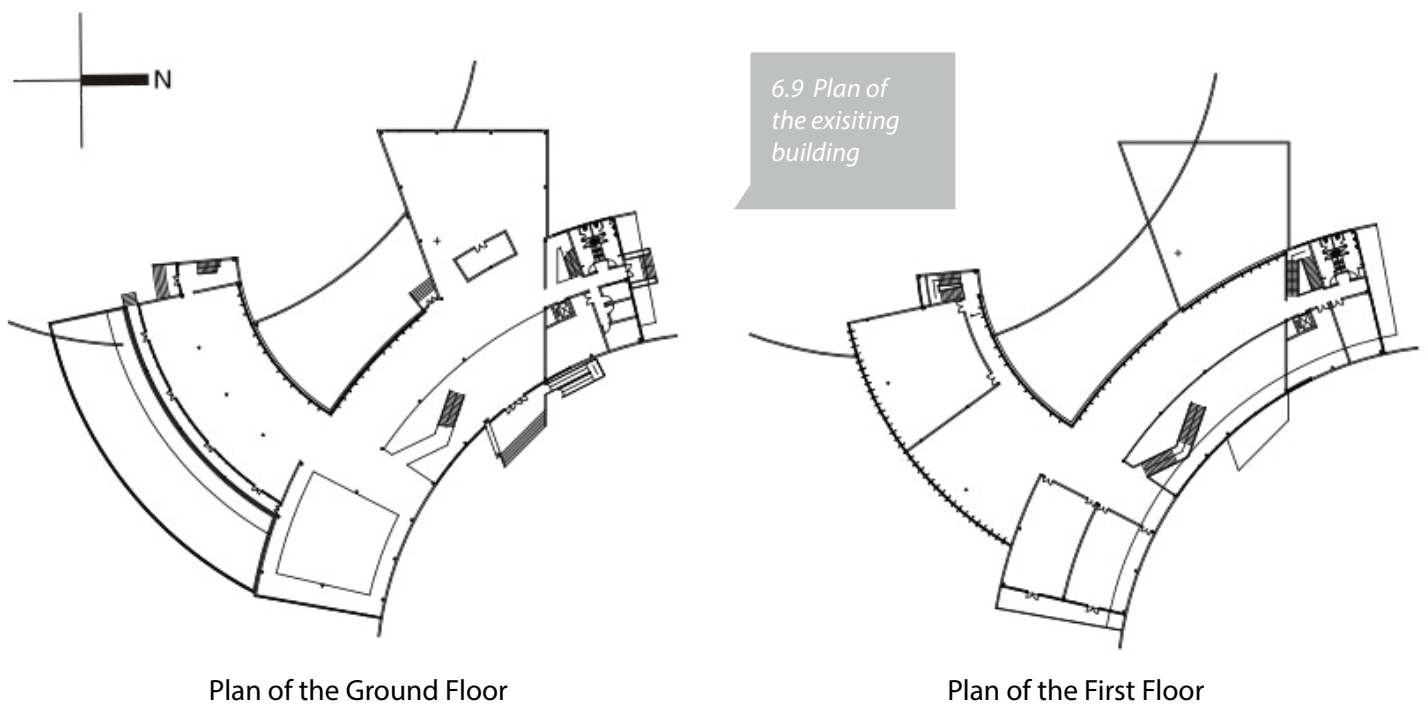


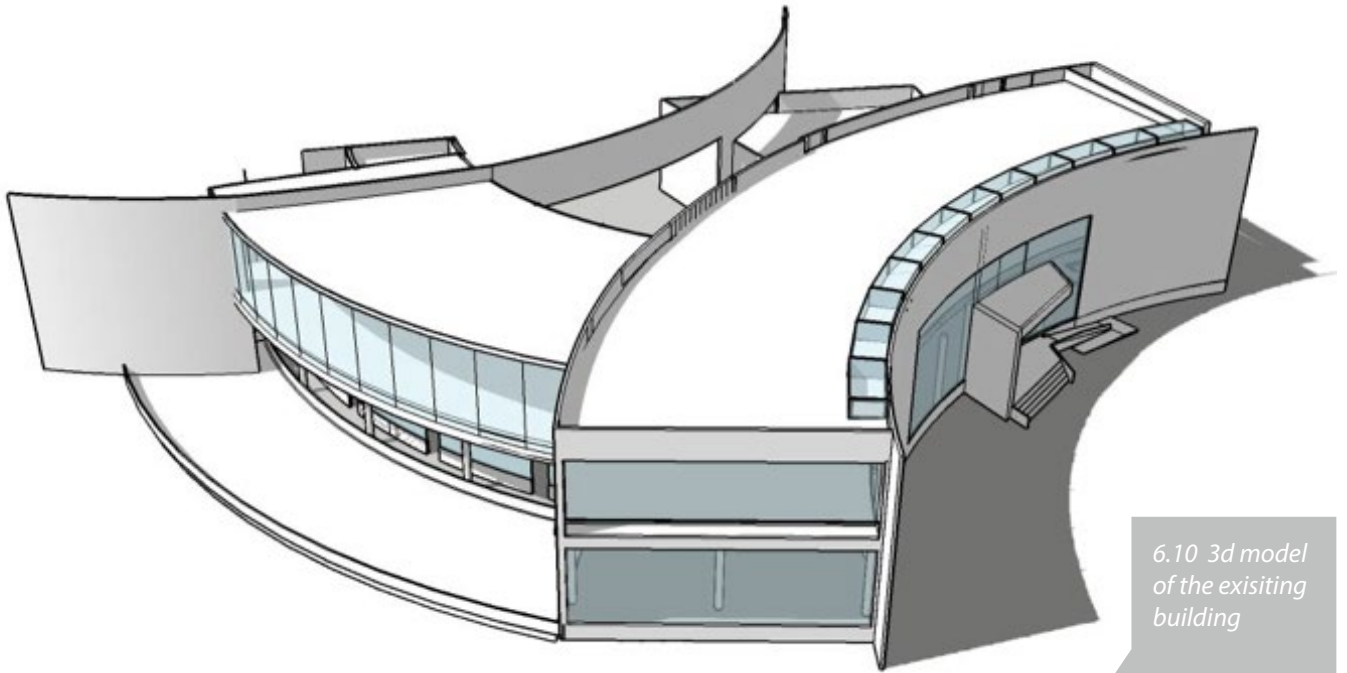


The above figure presents the layout of Lu Yu Tea Experience Pavilion. The regular route connects the audiovisual experience area, exhibition area and souvenir shop. The interaction tea lab besides the exhibition area, as an open innovation place where could satisfy visitors' hands-on desire, could enrich the experience level of the Tea Experience Pavilion. In addition, YOUR class and conference are mainly for senior enthusiasts and visitors need reservation to use it, as a result, these two areas is independent from other area in order to get more privacy. At last, the tea bar is connected with exhibition area and interaction tea lab, it's a place which provides rest.

**(2)Existing architecture**

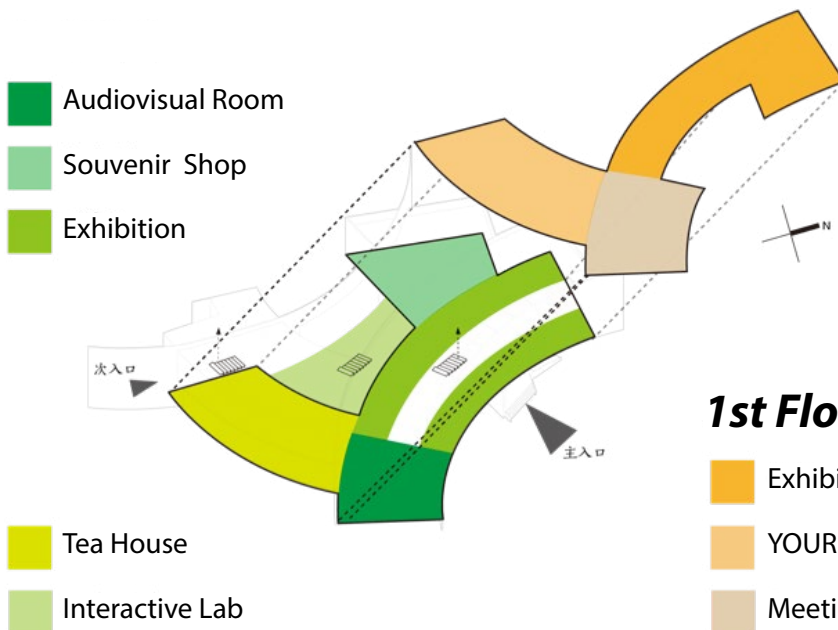
The existing building area is approximately 3000 square meters, the interior space is divided into two floors which share the same atrium space. During the reconstruction, the design team add a transparent glass space in the west of the building and the rest of the architecture is preserved.



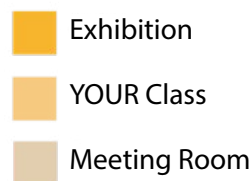


Layout these function into the existing building(see figure below)

## Ground Floor - Functional Layout



## 1st Floor - Functional Layout

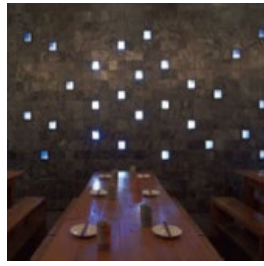


6.11 Functional layout of the pavilion

In the future, the layout of Lu Yu Tea Experience Pavilion is:

The exhibition goes through the core area. In the first floor, the exhibition area and the visiting route create a sense of sequence in a narrow space. The audiovisual experience area doesn't require good lighting and ventilation condition, thus, the location of this area is in the far end of the visiting route. The same location in the second floor is the conference room where serves as a small independent performance venue, discussion forums. The location of tea bar is close to the waterfront where provide an amazing interaction with the nature. The secondly entrance leads to YOUR class where visitors can hold tea ceremony or other tea cultural related activities in family unit. The interaction tea lab makes a good use of a gray space of the original building, it provides the visitors with a special experience to study tea with scientific instruments in a particular perspective. Moreover, the souvenir shop is close to the entrance, one reason is the commercial purpose and another one is providing a tangible experience with products.



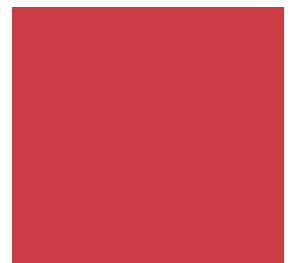
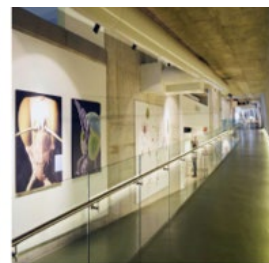
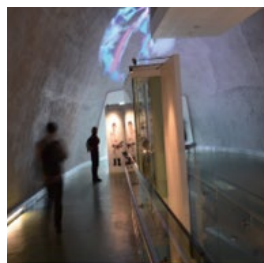


Tea House



Exhibition on the Ground Floor

YOUR Class



Audiovisual Room

Exhibition on the 1st Floor

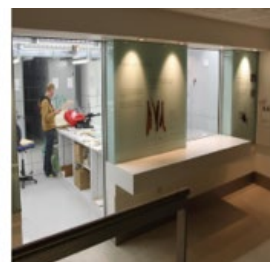


Souvenir Shop



Meeting Room

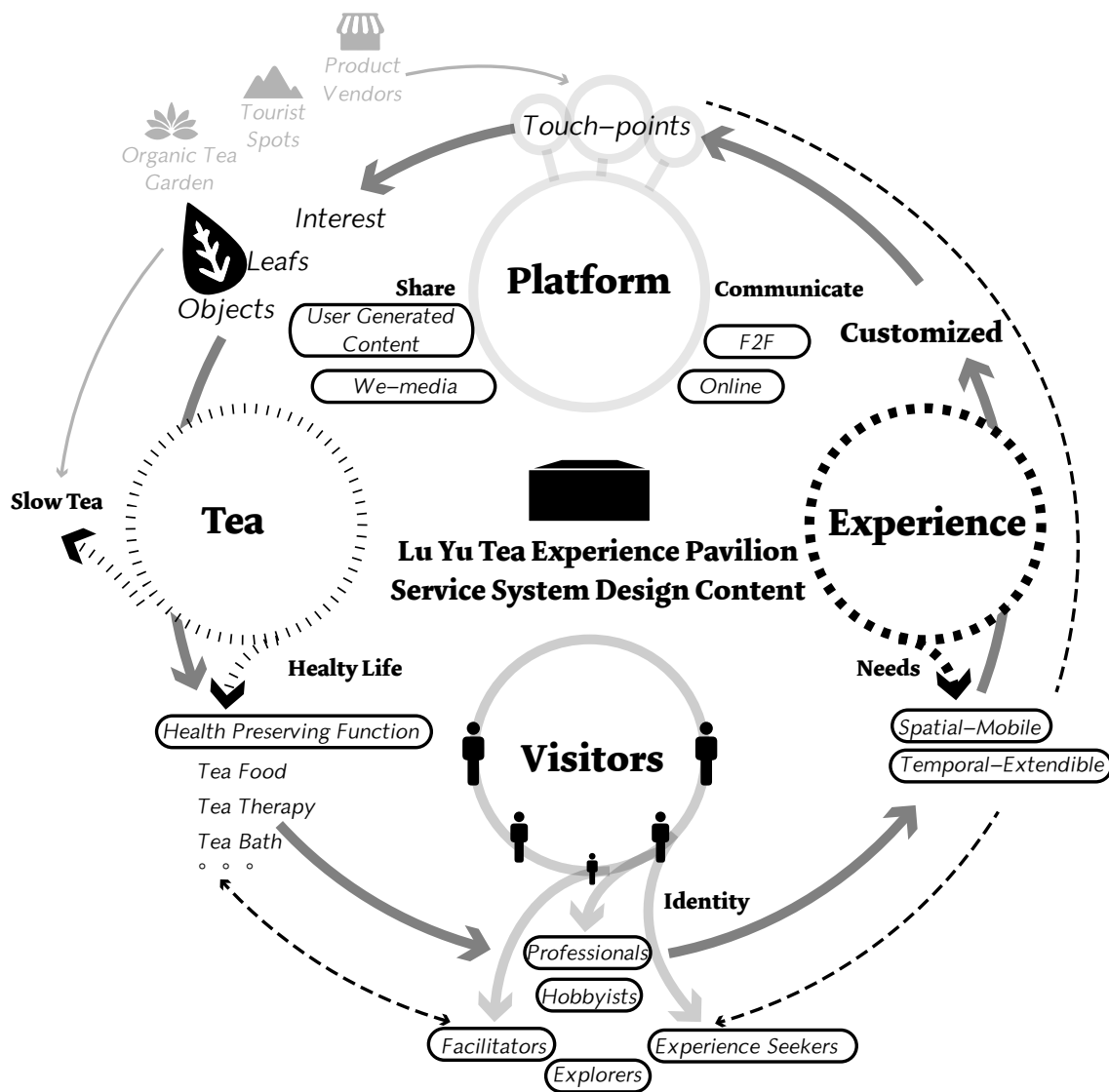
6.12 Intented Image of interior design



Interactive Lab

# 07 THE SYSTEM

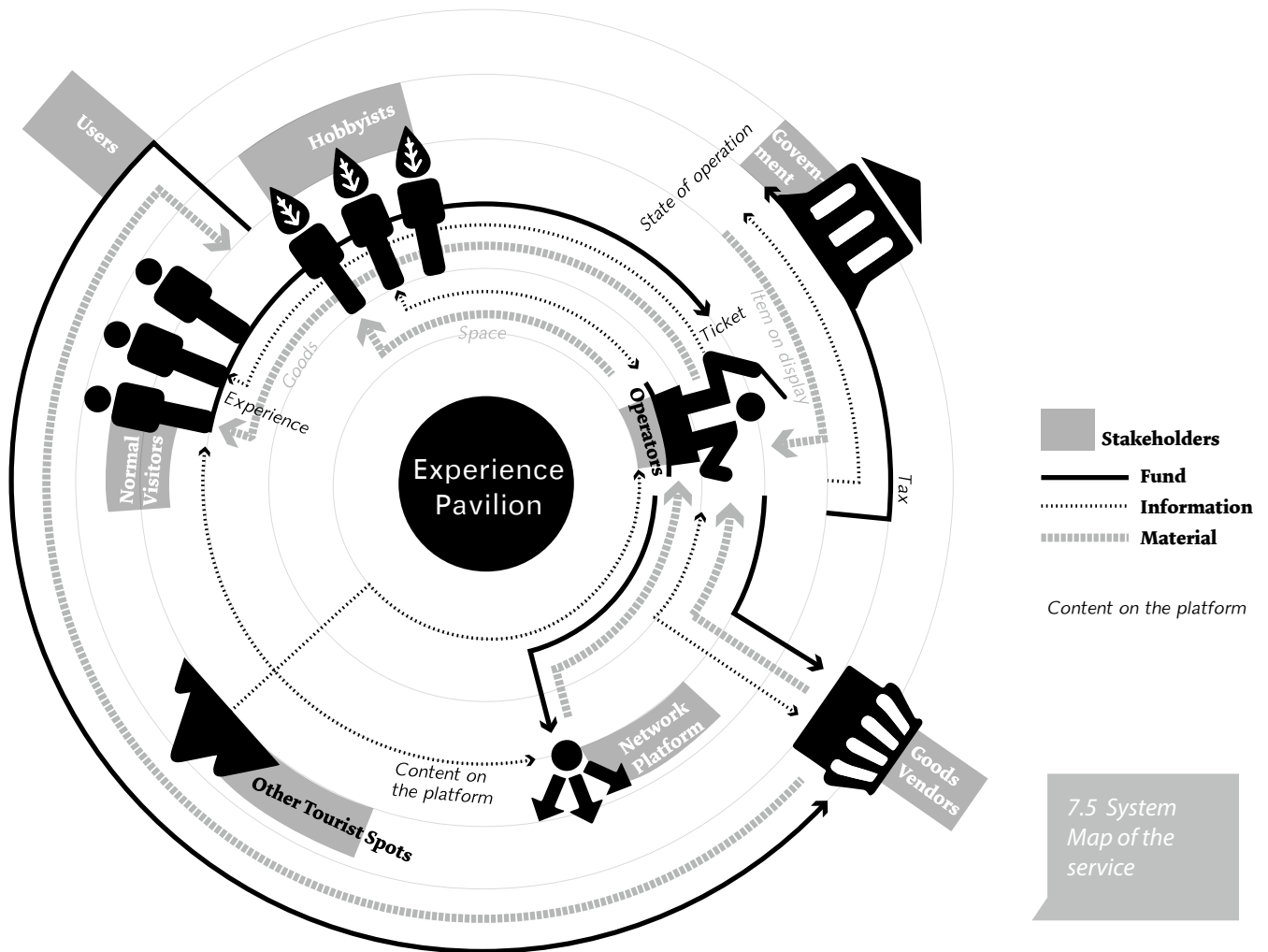
## Vision



7.4 Scenario Map of the system

First of all, different users have different identified characteristics and types. Before and after, or even in the middle of the visit, it affects the experience. Therefore, the consideration should expand in the range of both space and time dimensions. So that, experience not only refers to those inside the pavilion, but something beyond spatial or temporal restriction, movable and portable experience. And establishing relations before visitors' arrival, the manager of the experience pavilion should give full consideration to the visitors before and after the tour, which are always lack of care. Secondly, according to individual differences, to provide visitors with customized and personalized services through service touchpoints design. implying this concept into tangible and intangible product design. These products are different from the traditional tea culture products, they convey the idea of Tea by educating people how to get a healthy lifestyle, to promote "slow tea" ways of consumption, spreading healthy organic tea, and let each stakeholders benefit from the platform. Throughout the most important experience pavilion in the whole service system, the idea of platform, on one hand allows users to share independently. On the other hand, the platform itself, which is the experience pavilion, could be a link between local tea culture and tea culture tourism resources which fertilize the local industry.

# System Map



In PSSD of LuYu Tea experience museum, the stakeholders are the manager /operator of the pavilion, the owner of the info platform, local Tea product vendors, other tea culture tourism attractions, and organic tea vendors, etc. They share both information and resources with the pavilion. And the pavilion sell them in physical and virtual goods. At the end, they rebate to the vendors. Local cultural attractions and other pavilions share the infomation, analyze the visitors' needs and establish a unified information releasing model together, in order to create a city tea cultural tourism image, which brings a cultural tour system for visitors' choices. Huzhou government is the owner of the land, and it's also the policymaker. It's more like a supervisor of the system, providing the pavilion with authorized objects and operates tax from the pavilion's income. A well-operating sytem can help the city joining the Slow touring circle of Yangtze River, and stimulate the culture exchange programme with the neighbour cities. Those improve the development of Huzhou's tourist industry and also the exploration of the traditional tea culture.



**MEANINGFUL MOMENT**

**S E T T I N G**

**P E R F O R M**

**CAPTURE**

**PREVIEW**

**VISIT**

visitor state

visitor action

provider step

Involved stakeholders

VISIBILITY LINE

provider step

Involved stakeholders

service processes

- Read magazine or newspaper
- Browse lifestyle website
- App ranking board
- Arrive at a teahouse or other places

- Search and explore
- Browse and read
- Use the App
- Be introduced passively or actively
- Book online
- Buy tickets online

- Regular visit
- Interact
- Consume inside the pavilion

- BA to introduce
- Answer question
- Show the information of booking

- Guiding service
- Devices for renting
- Providing food service
- Site maintenance



Media Platform



Media Platform



Tea product vendor



Experience Pavilion Operator

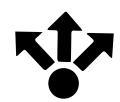


Media Platform



体验馆经营者

- Prepare the pavilion's introduction
- List out the latest activity
- Design the App
- Connect with vendors



Media Platform



Tea product vendor

- Guarantee the latest news
- Calculate ticket income
- Prepare property and staff



Experience Pavilion Operator



Tea product vendor

- Exhibition design
- Set up a database
- Update menu in different season
- Supervise on the quality of food in teahouse

RE-VISIT

POST-EXP

EXTEND EXP

VALUE

- Attend the booking activity
- Being teacher or student
- Attand extended activity
- Consume inside the pavilion
- Join interactive lab with child

- choose transportation tool
- wayfinding
- Use mobile App

- Simulate Tea leaf cultivation
- Go to organic tea store
- Visit organic tea garden
- obtain the latest news
- Interact with the website

- Evaluate on specific website
- Promote organic tea
- support SLOW TEA
- Share trip on website

- Accept booking
- Providing space
- Property renting
- Setting individual route

- Provide map(digital or analogue)
- Bicycle renting
- Infomation service
- Atraction Introduction

- Update the news of tea garden
- Help with the O2O exchange
- Promote new activity

- Add the user-generated content into the system



- Maintain the booking system
- Confirm the requirements
- Recording the activity and support it

- Install and maintain the wayfinding system
- Update the transportation news
- Maintain bicycle renting

- Set up a logistic chain
- Fulfill the supplies
- Preparing the site

- Visualize the user-generated content
- Visualize users' feedback



- Set up users' provile
- Membership for professionals
- Set up activity profile

- Wayfinding system design
- Transportation system between attractions
- Share sources in the system

- Predict the users for exchange
- Maintain the balance of demand and supply
- Economically support organic tea
- Supervise the online cultivation
- Supervise the online community

- Analyze users' evaluation
- Integrate user-generated content

7.6 Service blueprint

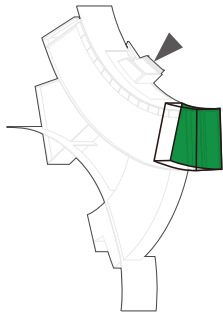
# 08 TOUCHPOINTS

## Tea Personality Test

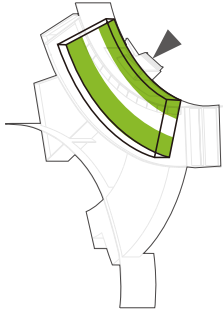


For ordinary visitors, in the process of exhibition, there's a tea personality test through their visiting experience. As you can see from figure on next page, before entering the exhibition, each visitor can download a navigation App into their mobile devices which you can rent from the pavilion or use you own one. Open the App, the user is asked to create an account, you need to provide mail (required) and other contact information (optional), the system begins to create a personal user profile when registering. After entering the exhibition area, the user interact in the audio-visual room, simulation of picking tea leaves, drink tea with the water from different channels, using devices to make a choice, and the system will collect user's choices after statistical calculations. When it comes to the end of the visit, the mobile device in you hand will show your tea personality test result. There are 6 types which are named after chinese traditional colors, and these colors come from the moodboard test by the users, which equals the understanding about keywords. Meanwhile, these traditional colors relate to the tea soup color. Actually, the 6 color links to different tea types which are divided according to the degree of oxidative polymerization of polyphenols. The reason why I don't directly use green, yellow, white, black tea names is my consideration to increase fun and traditional charm of the result.

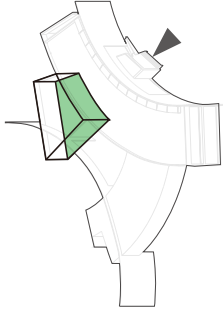




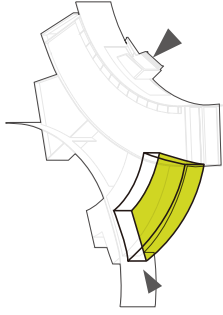
Audiovisual Room



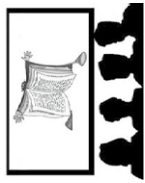
Exhibition



Souvenir Shop



Tea House



Show the content of Tea Classics in animation



Tea Leafs



Tea Objects



Tea Favour

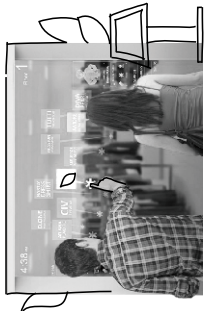


Souvenir

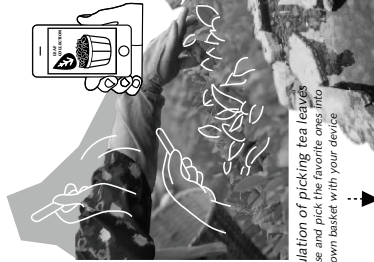


Tea Food & Tea Therapy

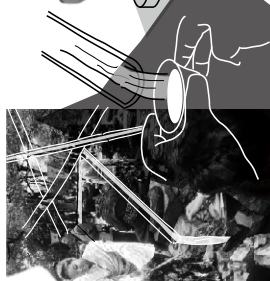
What



• Select a video on the screen introduction of tea planting area, the origin of tea leaf names, etc.



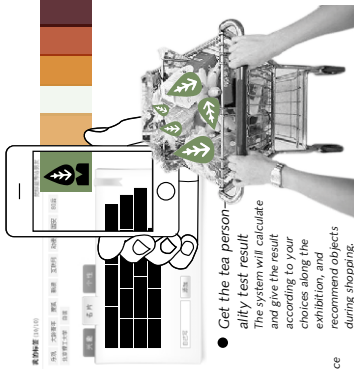
• Simulation of picking tea leaves Choose and pick the favourite ones into your own basket with your device



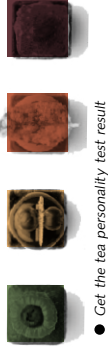
• Drink tea with the water from different channels Channels made by various material bring the feeling of different tea containers.



• DIY Tea Favors Make your own tea favor in different material, color and pattern on the screen, experience the hand-making process.



• Get the tea personality test result The system will calculate and give the result according to your choices along the exhibition, and recommend objects during shopping.



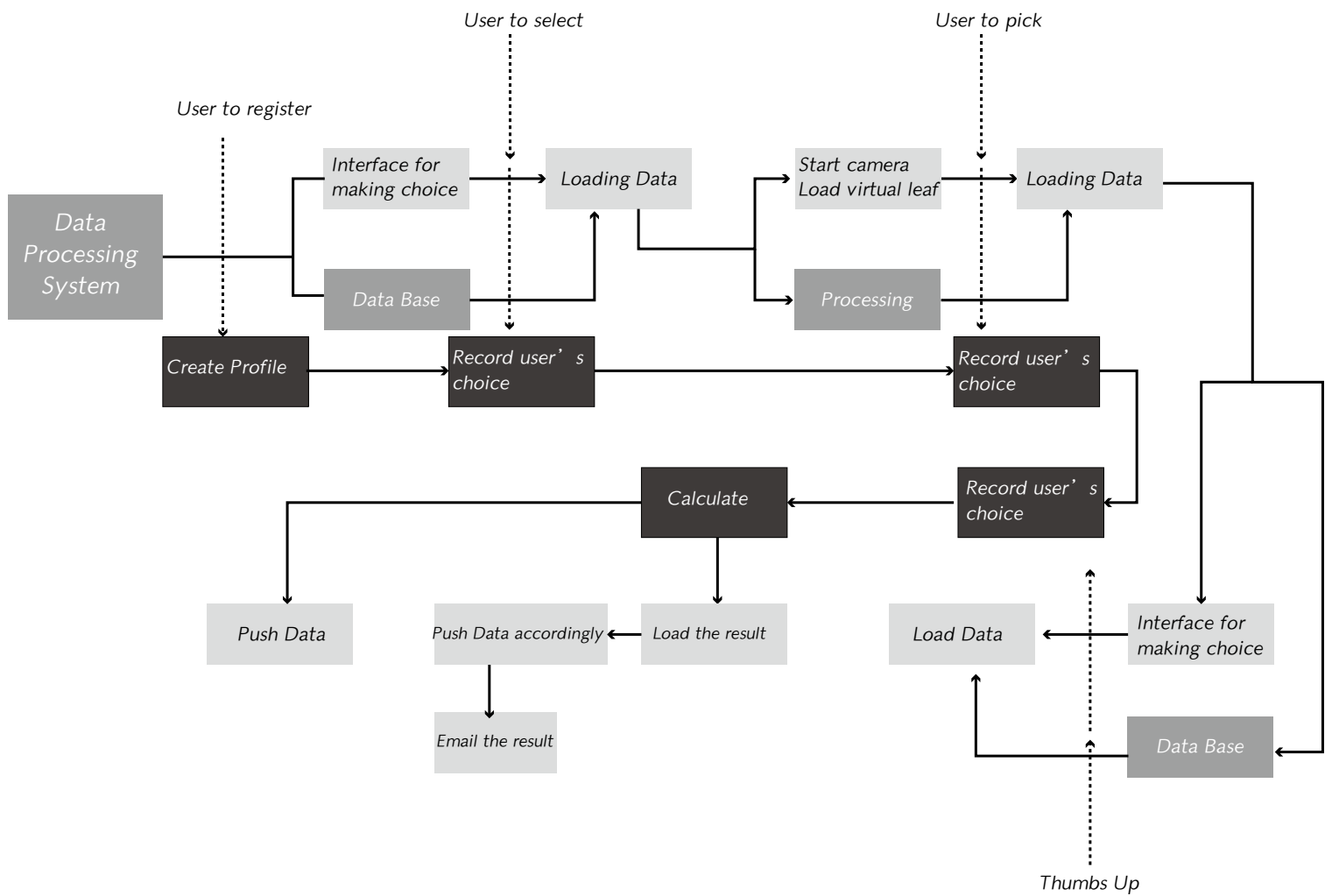
• Get the tea personality test result There will be tea personality-based menu in tea house.



Tea Personality Test

6 Tea Personalities

How



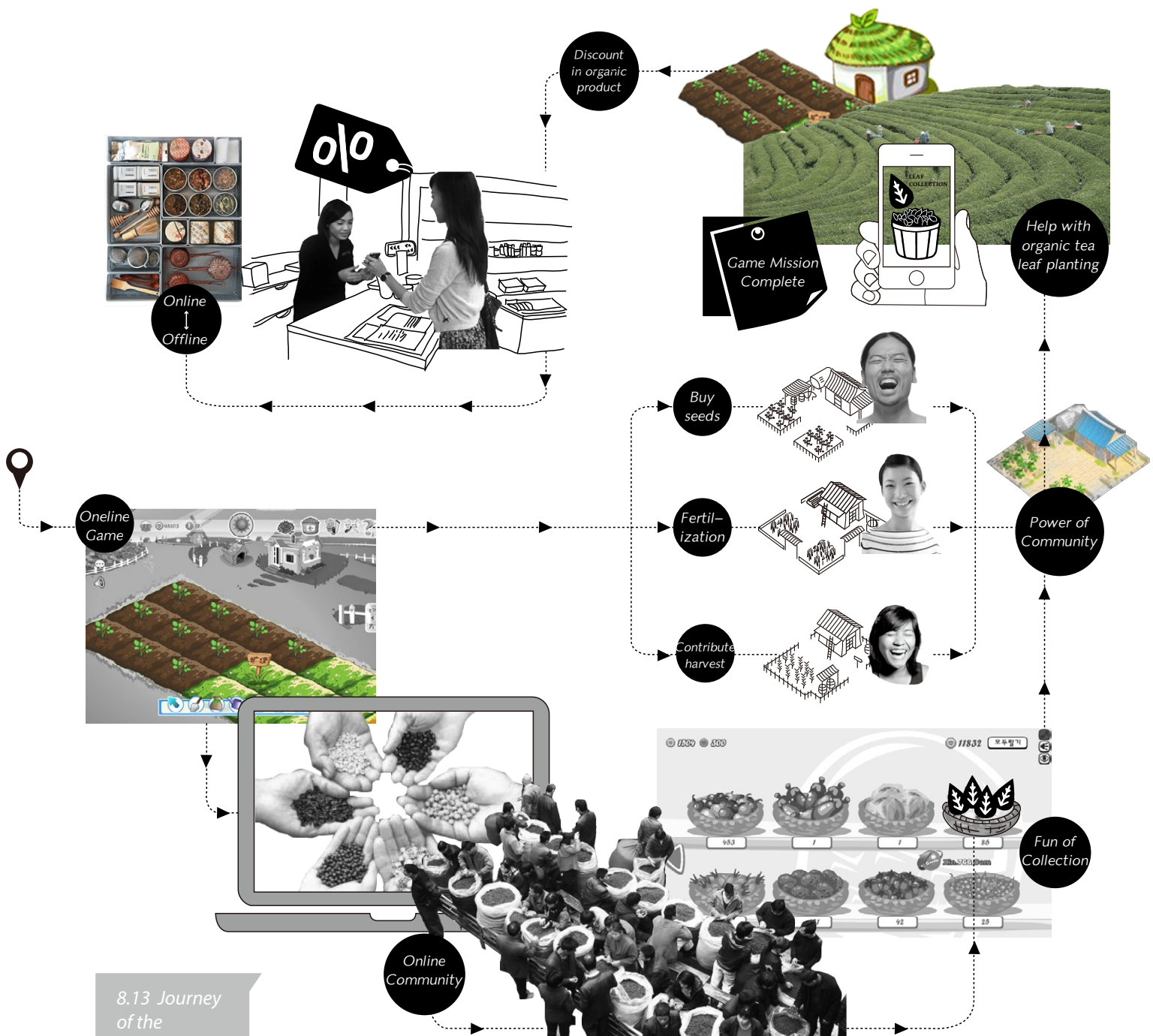
8.12 Data flow of the touchpoints

After getting the result, users would receive the recommendation from the app based on different types. First, when visitors go to the teahouse to continue their experience, the App will give advice about tea dishes, including tea meals, tea desserts and relating tea drink. In addition, users can even add tea as ingredient into their meal. These tea are collected in the past exhibition with their mobile devices. If visitors go to the souvenir shop, the App will recommend appropriate commodity for different types, and the store itself will be divided in accordance with the 6 type. This customized service will continue even after leaving the museum, every season the app will send recommendations about health tips for different types. Finally, users can also check their "type profile" to find health recommendations. Besides, the App could be also used for social chat. In addition, the contents of the App also includes Lu Yu Tea culture Experience Pavilion's event information, real-time weather conditions in Huzhou area, the event invitations and other useful function.

In short, the tea personality is always in parallel with the exhibition. At the end of the regular visit, each person will be involved in a surprise, the test would guide and help them continue to experience the rest of the pavilion, where focus on the unique tea culture experience instead of normal visit. While it does not have a high classification conclusions of science, but it is a model of customized experience for every visitor, and also a way to demonstrate an innovative try of consumer experience and experiential marketing, its practical effect still needs to be verified in future.

# 08 TOUCHPOINTS

## O2O Game



8.13 Journey of the touchpoint



The online virtual cultivation game is inspired by the popular online virtual farming game currently. In PSSD for Luyu Tea Experience Pavilion, the processing of tea leaves include picking new leaves, tedious production process, such as greens, withering, fermentation, fixation, rolling and drying steps. There are a lot of interesting steps among them, therefore, the processing itself has a high value of game development. Even if the users haven't real opportunity to get hands-on experience, they can get the virtual one through online game. I believe that the public will truly understand the secrets of tea making; while with the cooperation with the real organic tea garden also promotes environmental healthy organic tea's promotion. Overall, through the efforts of players and the community, directly or indirectly, by the contribution to the cultivation of organic tea, virtual and real connection allows players to get self-satisfaction, and also cause a positive impact on society.

To be specific, in order to enrich the extended experience in the system, after the visit, each visitor would get a free account through registration. This account can be used as either to link with an organization and to participate in "YOUR class" creating a profile, and a start for the virtual online cultivating game. Besides online cultivation, leaf picking, the player could also exchange with other player, create a personal leaf library, do virtual market transaction where valuable leaves could be exchanged between user and user. In addition, the concept of community is to be strengthened in the game. The players in the same community can work together to buy seeds, fertilizer public organic tea garden, to make it flourish. While in reality, the pavilion would support some local organic tea garden, spending a part of the game income on the organic tea cultivation industry. And synchronize the latest info of these real tea garden to the game platform, publishing the actual feedback of where players spend money and efforts. As the operator, Lu Yu tea Experience Pavilion will launch tea leaves in commemorative edition on festival, players follow the principle of first come first served to obtain these limits, so that one can enhance the charm of the game, on the one hand it allows operator to participate in the regulation of the game, to control the order. Once the number of organic tea players gathered to meet a certain condition, the players can bring relevant evidence to the pavilion or the souvenir shop or certain cooperating store to buy tea products with discounts for organic products; 10 players with highest contribution will be invited to the real organic tea garden to enjoy "tea pro" treatment.

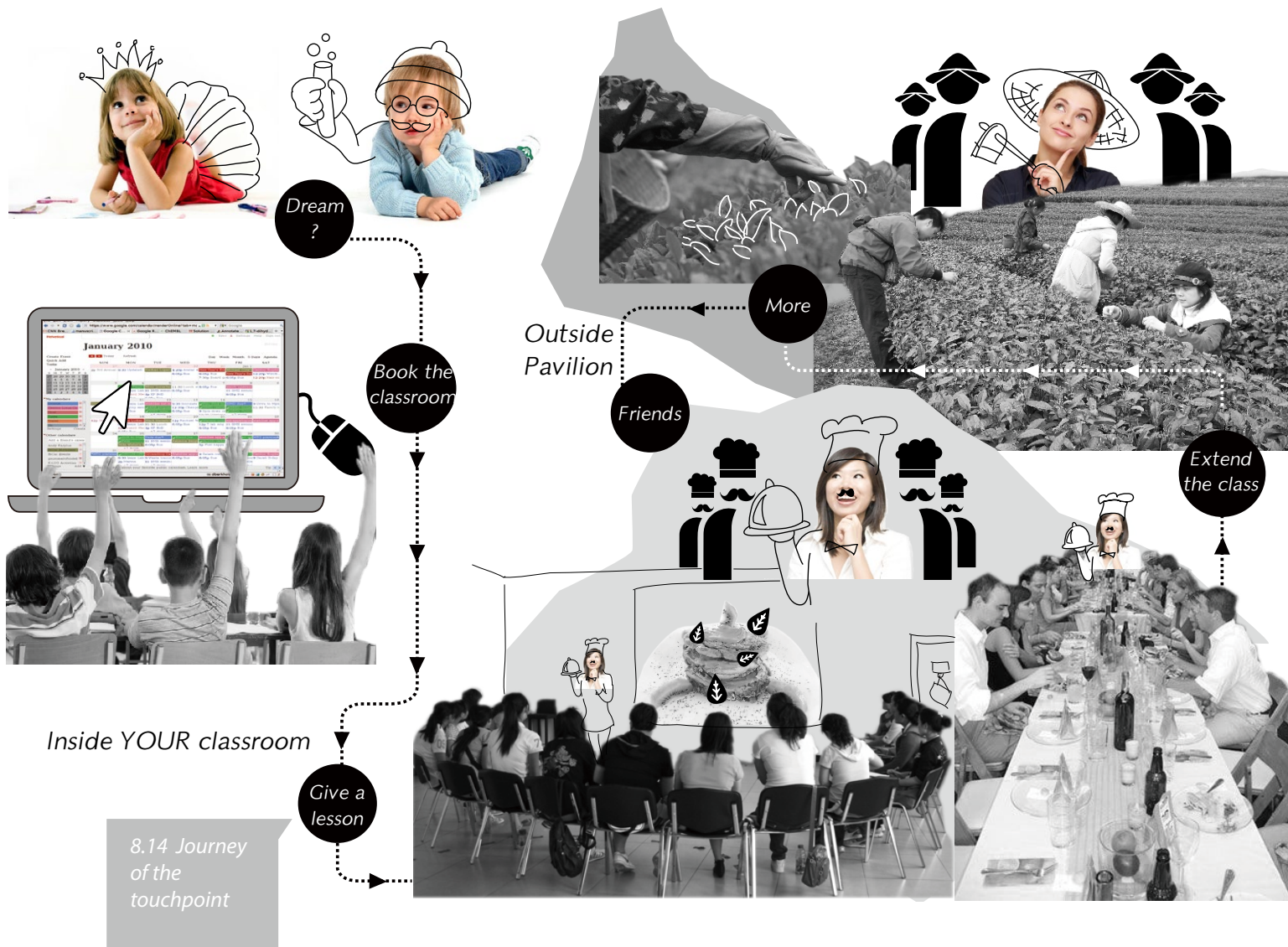
During the game, players can experience virtual tea making, online exchange, the fun for collection limited edition, getting to know the idea of organic tea, interact with real organic tea garden and finally they can buy organic products with discount. At the same time, the cooperative merchants and souvenir shops could get more customers and revenue through this cooperation, especially in terms of funding in organic tea. Once customers come into the shop, there will be more chances for them to buy things, which drives sales and development of tender organic tea product industry. Therefore, from a profitability standpoint, virtual cultivating online game for organic tea leaves is beneficial for various stakeholders, it's also a win-win model for both online and offline. From a social point of view, the promotion of organic tea could guarantee the food hygiene, and also advocate "slow tea" consumption lifestyle, promoting qualified, clean and fair view of consumption. So it's with a broad and positive social significance.

In the future, this touchpoint could also consider allowing the system to cover more types of organic products stores, such as the tea house inside the experience pavilion, adding some organic cooperative network like vegetarian restaurant, organic tea house, tea bath store (which consumes old tea instead of fresh tea which is for beverage use) and so on. Along with it, the changes brought into the online gaming can be: increase simulating tea thermos cooking game, online teahouse business simulation, old tea tree adoption, tea favor competition etc.

# 08 TOUCHPOINTS

## YOUR Class

*YOUR class is located on the first floor of the pavilion. It's both a key element for first-time visitor and an important reason for frequent visitors. It's the microcosm of the platform where implementing self-acting principle. From the event launch, organization, participation, evaluation to plan the next time activity, this cycle is completed by the users themselves. The pavilion's operator earned by leasing space and properties, and by increasing the utilization of the free-occupied classroom, it may bring more consumer to the other part inside the pavilion.*



# YOUR Class

YOUR Class is mainly for the local dreamer, and of course, for everyone with a dream, it's a stage to achieve and show themselves.

This is how it works. Firstly, if the user has intention to hold a class, he can book the site online through the pavilion's website. After filling out the aim of the activity, the scale of people, a rough estimation of the resources required, the operator will arrange accordingly. YOUR class are mainly in the form of teaching, other activities maybe workshop, seminars, family games, etc. For the teacher or organizer, the operator will first check their ability to undertake this event. Once approved, these organizers could ask for operator's help, with previous marketing, looking for potential participants and on-site staff, and pay for this help. With the cooperation with other tourist attraction and tea product vendors, YOUR class could also extend the classroom outside the pavilion, such as organizing a real-life experience in picking tea leaf, or choosing a superior hotel to host a tea tasting meal, and even once establish a solid relationship of trust between the organizers and participants, they can organize more activities at their own home. It's believed that the users could develop various classrooms.

In short, the value of YOUR class is to provide a deeper relationship for users with common interests related to tea culture. It's more like establishing a platform. Through participating in class activities, users could make like-minded friends, regard the Lu Yu Tea experience pavilion as a starting point to carry out community activities. Initially, pavilion operator carry out activities, and users can help with organizing activities. In the near future, users, along with operator, together they are going to develop more innovative tea culture activities.

## PROTOTYPING

### (1) What are going to be prototyping?

In the previous chapter, I focused on deepening the three service touchpoints' design, which are: 1. Tea Personality Test, 2. YOUR Class, 3. O2O online game. Among them, I selected YOUR class as the object to do prototyping. This is for improve the service by real user test, which shows opportunity and requirements in real-time interaction.

### (2) Who are going to be prototyping?

Before prototyping, I chose Orange Tree which holds similar events like YOUR Class (focus on ACT and RELATE experience). In one of their activity, I observed the role of audience and the teacher, how they act and interact with tea culture topic and the relationship between them. Emotion has been detected from their expression, with evidence such as words and behavior. The one I participated is a lecture host by a tea culture expert from Taiwan.





### **(3) Record from prototyping**

Properties:

- a. an open space
- b. comfortable seats
- c. Chinese traditional instrument
- d. A stage background
- e. Tea and tea cups

Human resources:

- a. the main teacher
- b. supporting teacher (could be the operator of this organization)
- c. instrument player
- d. frontstage staff (who lead you to the seat or serve tea)
- e. backstage staff (who are in charge of previous preparation and afterwards cleaning work)

Interaction:

- a. the audience start to chat before the lecture begin
- b. the main teacher give lecture
- c. the audience are served with tea (free) from the organization
- d. both the supporting teacher and audience ask question

### **(4) Interview with the organizer**

[ Organizer1 ] JING ( the owner of JINGLUO tea house, female, 2 years of being organizer)

[ Organizer2 ] MING AN ( the owner of orange tree, female, 4 years of being organizer)

*In the interview, I convey the whole idea of YOUR class by the means of verbal description and visualization, trying to get the two organizers into the environment and service, to stimulate their thinking and imagination. And I put questions from time to time, in order to explore their true feeling while recording their intuitive reaction.*

### **(5) Feedback**

General feedback are summarized as follows:

1. High requirements for normal organizers  
Not everyone can easily hold a tea culture course, and the amateur public won't dare to try to initiate an activity, since it asks for more organizational experience.

2. Lack of long-term viability

Once a group of people establish stable teaching relationship, they could get rid of YOUR class, and find their own independent places for more activity. Then it will bring up a small close group, who can be easily separated from the experience pavilion.

3. Low control of the pavilion's operator

The role of the pavilion is too much passive. It can only be notified the content of the coming activity, and then prepare accordingly. So the quality and quantity of YOUR class are seldom under control, so as the previous marketing work.

4. The info gap between "teacher" and "student"

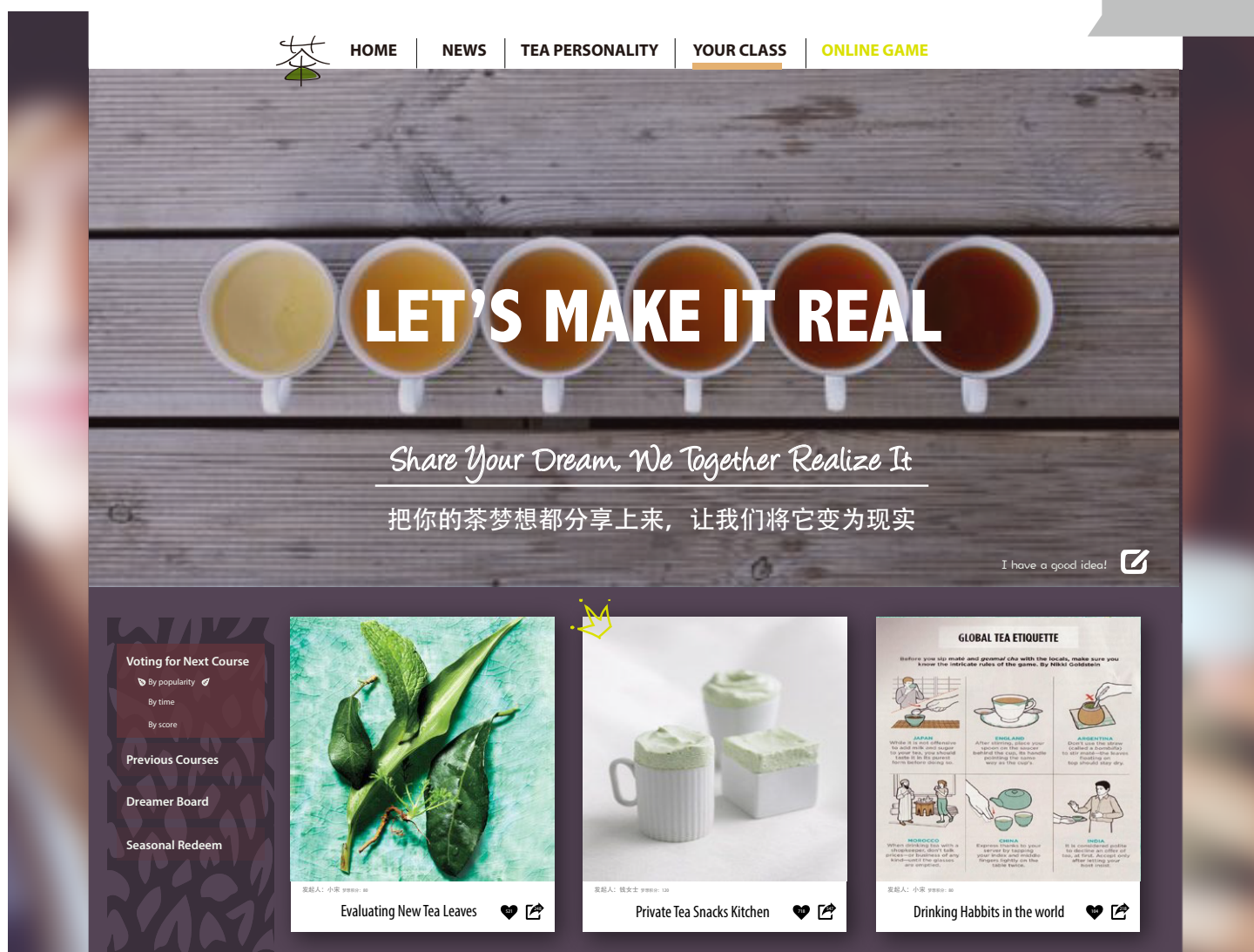
In addition to the organizer, the other users (as students) can get the news on the website and App, but they can not get involved in the topic selection. In fact, it's not necessary that the user come to a lecture because of the speaker, but most of them come for their favorite theme. If activities of YOUR class only cater to a small number of people who are interested in the subject rather than public concern, then there will be less people turning from "students" to "teachers".



8.16 Pictures taken during prototyping

# Design improvement YOUR Class

8.17 Design Improvement



Based on the previous interview and feedback of the users. I tried to improve YOUR class in the following aspects:

## 1. Online voting to elect the next theme for YOUR class

The Experience museum's official website will set up "YOUR class" selection plate, so that the public could select the most interested topic in tea culture theme, in this way, they will be involved before the activities, which is better to enhance the user status and commitment. Such activities who are elected by online voting, are more likely to receive a high participation rate and success rate.

## 2. Variable teacher plan based on different stage

In the initial stage of the experience pavilion, it's the operator who will invite tea culture teaching organization to YOUR Class. In the second stage, the previous students who are dreamers could introduce "teacher" by themselves,

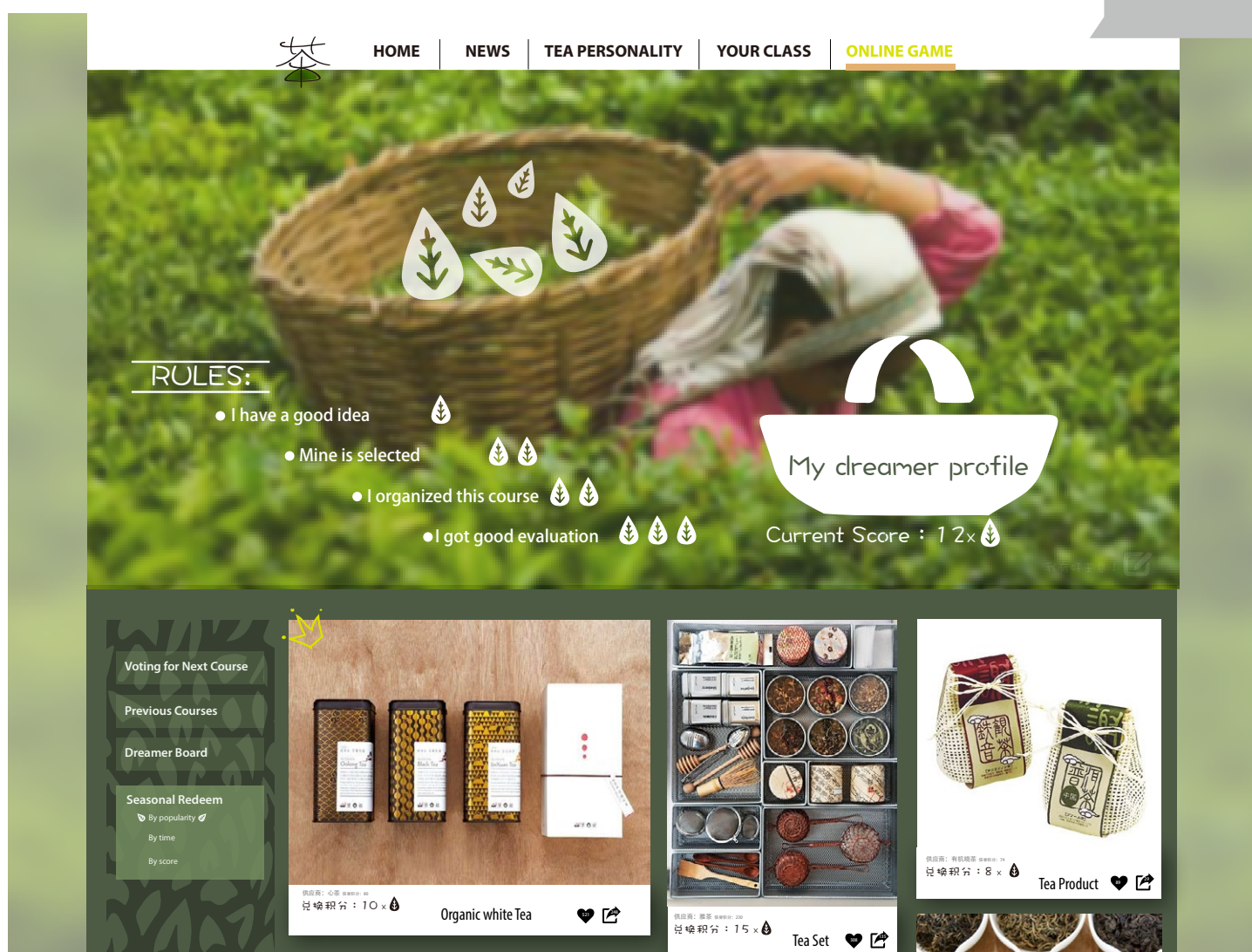
and the operator continue to work with these "teachers". In the third stage, the mature dreamers would build up teaching group who is consisted by several former students and now attempting to share their harvest, and the operator would help with them of course.

## 3. Online evaluation, getting feedback timely

After each course, similar to how topic is selected in the very beginning, there will be opportunity for open evaluation. The score is made by those who have participated in this course. They score according to personal harvest and feeling. This may benefit teachers' self-evaluation, and it helps other users know about the quality and feedback of the past courses.

## 4. Setting score profile, to encourage active dreamers

Each dreamer who register in YOUR class will got a



dreamer's profile, includes the past activities which you have attended and those you have organized. The ways to get score are: 1. the topic you voted is selected by the others as the next topic. 2. you proposed for a new topic. 3. you are one of the organizers. 4. your course got good evaluation. In other words, innovative topic and serious attempt can both gain points, and a certain amount of points can redeem goods in souvenir shop with discount, including the consumption in tea house.

5. To strengthen the role of the pavilion as operator, increasing user viscosity

Dreamers select or propose new topics, some of them will become true courses. Meantime, the role of the pavilion is organize courses with the proposer. Their work includes previous planning and marketing, media spread, prepare decoration, props rental, visitor guidance etc. The experience pavilion has professionals from their

club, who are "think tank", providing experience from technical level. Besides, the pavilion could also use its extensive users for activity promotion. Such as getting more participants by the official website. Therefore, in the design improvement, the role of pavilion has to be strengthened as organizer, planner, manager, executive, emphasizing its role as a bridge, make full use of the advantages of existing supplies of big data and user groups, increase user viscosity by providing more comfortable service, giving users priority of organizing.

6. Together with the interactive lab as family workshop

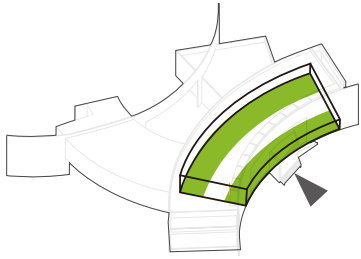
The topic of YOUR class varies, that's why it can fulfill the needs of different family, and provide them with somewhere outside lab which is more serious. It makes tea cultural courses more systematic and multiform.



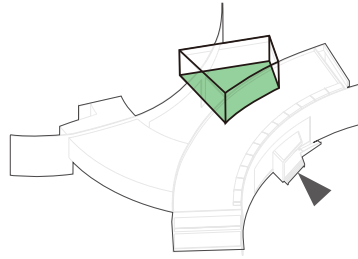
# 09 JOURNEYMAP

9.5 Journey Map inside the pavilion

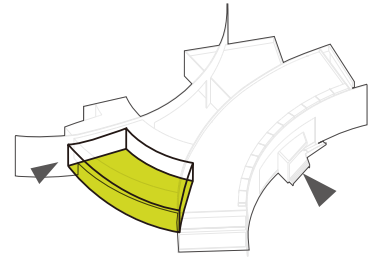




Exhibition










Souvenir Shop






Tea House




**Sense & Act**

-  Lane space for ordered visiting route
-  Visualized tea classics are supported with analogue tools, to present the real scene
-  Emphasis on the rhythm of the route by lighting, focus on the nodes
-  Touch screen for presenting, meanwhile, visitors can use mobile devices to interact with the system
-  Closely lined with daily life, induce uncsciously behavior under design
-  Visitors try to have works by themself in an innovative way, after that, they can share with each others
-  Considering affordance in interactive design, decrease the difficulty in technology

**Sense & Feel**

-  Divide store based on different types
-  App will push recommendation as soon as visitors enter the store, they can scan to get detail information
-  Choose things according to the test suggestion, which shows identified characteristic, and fun for customizing they can scan to get detail information

**Sense & Act**

-  Create comfortable environment related to tea
-  App will push recommendation as soon as visitors enter the store, they can scan to get detail information
-  Choose things according to the test suggestion, which shows identified characteristic, and fun for customizing they can scan to get detail information



Tea Leaves



Tea Objects



Tea Favour



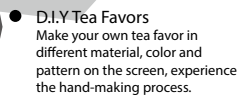
Souvenir



Tea Food & Tea Therapy



- Drink tea with the water from different channels  
Channels made by various material bring the feeling of different tea containers.



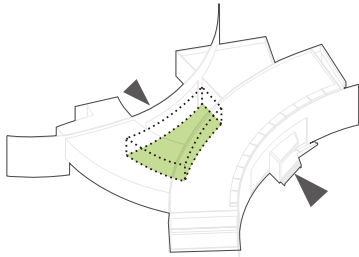
- D.I.Y Tea Favors  
Make your own tea favor in different material, color and pattern on the screen, experience the hand-making process.



- Get the tea personality test result  
The system will calculate and give the result according to your choices along the exhibition, and recommend objects during shopping.



- Get the tea personality test result  
There will be tea personality-based menu in



Interactive Lab

**Sense & Feel**

slow tea  
visitors enter the store,  
stion, which shows  
izingthey can scan to get

- The interactive lab is equipped with professional instrument
- Do experiment with the help of staff
- Simple doing with low techniques
- Realize the dreamer's goal, explore by themselves

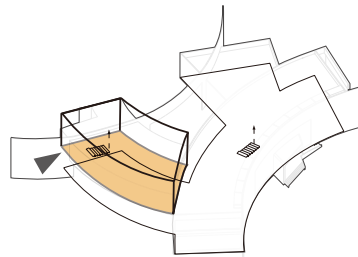


Tea Science



tea house.

- **Join the tea scientific experiment**  
After booking, visitors could do experiment with the help from staff and scientists, know about tea science deeply and directly



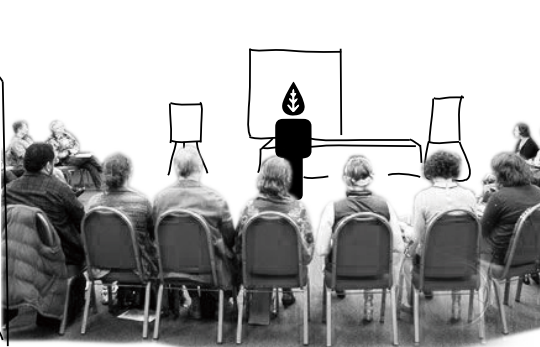
YOUR class

**Sense & Act**

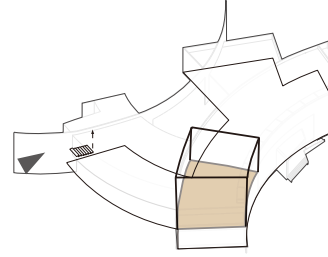
- Prepare the site according to different activity
- With the support of screen
- Sign for being teacher, everyone has the opportunity
- Have fun in real experience and making friends



Tea Hobby



- **Classroom for dreamers**  
After booking, hobbyist or normal visitors can propose and join the activity, organizing courses with tea theme



Meeting room

**Sense & Think**

- Prepare the site according to different activity
- With the support of screen
- Serve the professionals with different services

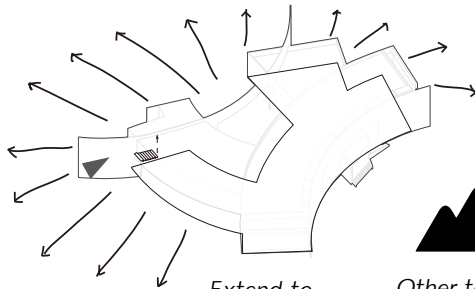


Profession Certificate



- **Club for professionals**  
tea culture hobbyist or professional join the club, taking part in some new tea evaluation.







Extend to the outside

Other tourist attraction & Organic tea garden


Organic tea product vender

Other places for tea experience




**Sense & Act**

-  Nature sight and historical architecture show well the history
-  Have fun in real experience

**Sense & Think**

-  Experiential Shopping environment
-  Know about different function of tea by consume various product and program of tea

**Relate & Feel**

-  Prepare the site according to different activity
-  Different atmosphere based on activity
-  User get control

Activity among professionals

Geographic Sight

More products

Hobbyist with the same interest



● Exchange organic tea products with discount  
the online gaming platform provides opportunity for discount, supporting Slow Tea

● Pick tea leaves in organic tea garden extend the experience outside the pavilion itself, set more activities such as tea leaf picking, tea cooking, enjoy the feeling of being a tea-relative.



...als with experience can  
...e seminar, discussion and



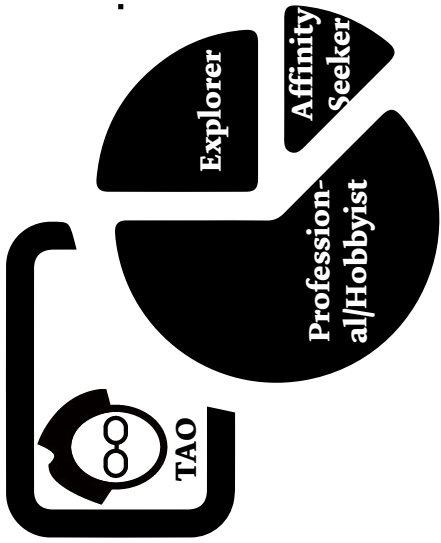
Extend experience

## **TAO**

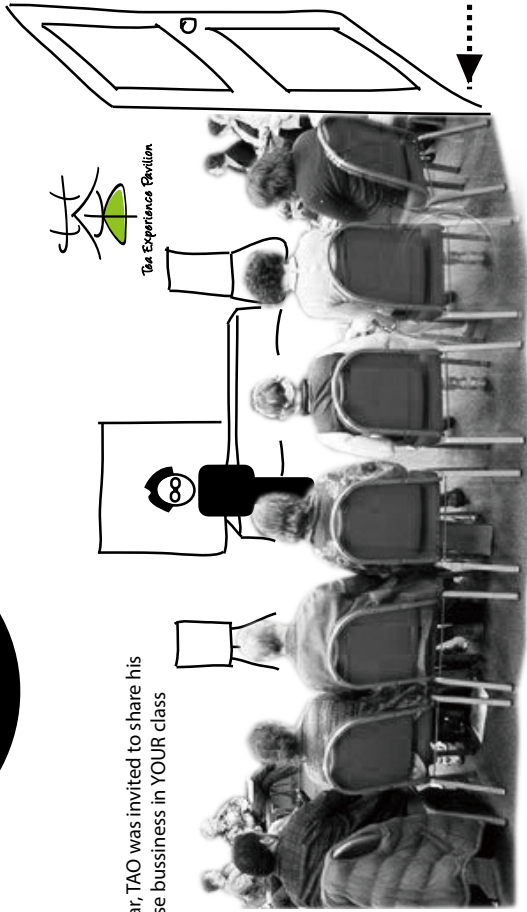
9.6 Storyboard  
of persona 1

*Type of visitor's identity: professional/hobbyist, explorer, affinity seeker*

After decades of being involved in tea culture industry and business, TAO's life is occupied by tea, including frequent visit places and friends. They often exchange the latest news of the industry. Lu Yu tea experience pavilion is not an independent organization, it's linked with the other vendor in one system. So as a businessman of tea, TAO can get more information and offer by joining the pavilion's club. In club activities, TAO can make more friends, and also learn more advanced management concepts through attending industry and professional forums. At the same time, he can take the initiative to share personal experiences in the course. In daily life, because of his understanding of tea culture, TAO is also willing to share with a number of non-professional about tea insights. One year ago, TAO was invited to YOUR class as a guest teacher, which allows him feel his personal value. Now museum invited him to help two "dreamers" with planning an event. Develop from familiar people and things to updated social network is quite acceptable for his idea of promoting tea culture.



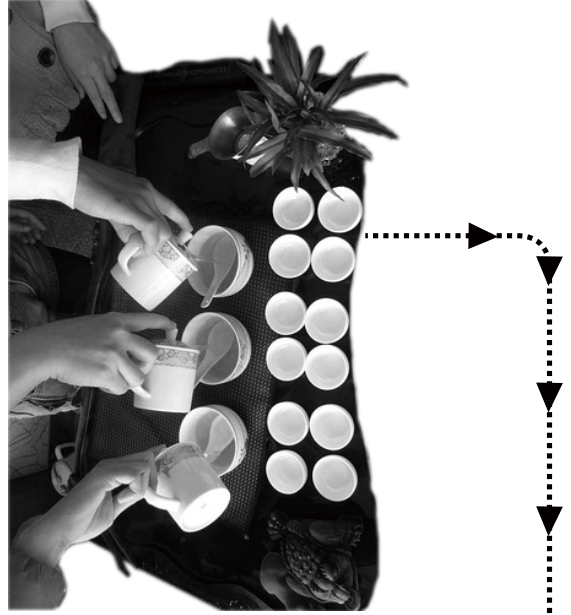
- With the knowledge of tea culture and business started from young age, TAO become a V.i.p member of the club, knowing a lot of professionals with the same hobby in tea culture.



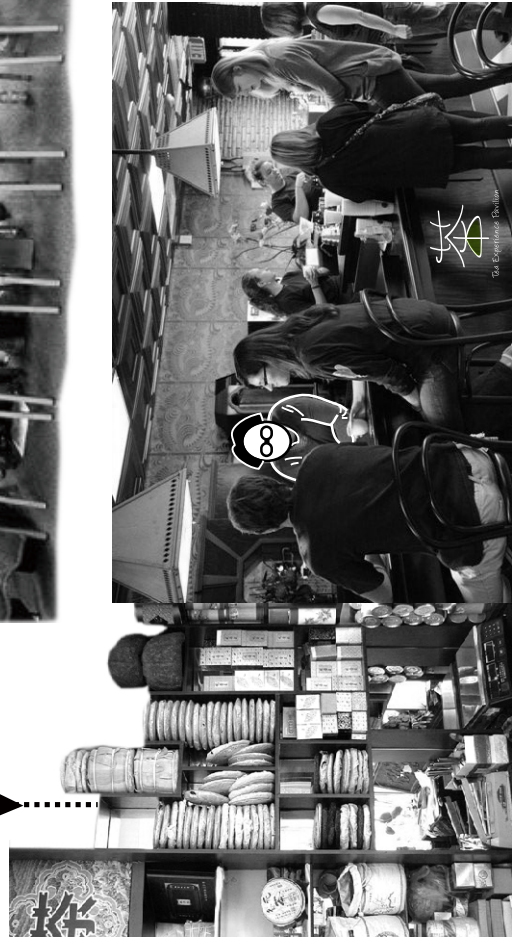
- Last year, TAO was invited to share his teahouse bussiness in YOUR class



- There are regular seminars in the meeting room, sharing latest industry news, inviting guests for lecture.



- The club hold new tea sharing and evaluating meeting, etc.



- In this year, TAO is invited to support organizing a new activity as a professional. Today, he's sharing experience with two organizers, hoping to help them to realize dream.



## **SONG**

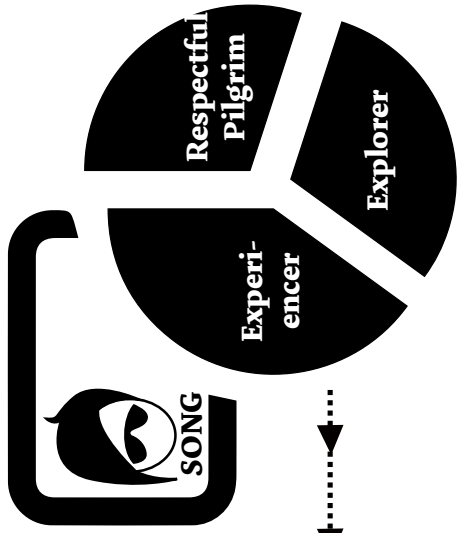
*Type of visitor's identity: Experience seeker, Explorer, Respectful Pilgrim*

SONG is the representative of current young visitors, who have high requirements for seamless experience as well as the uniqueness. Because of his extensive travel experience and the feature of young people, he can quickly find the most efficient way to be served, such as online booking, making plan based on users' evaluation. Taking account the experienter type, SONG had very intensive experience. He watched first the movie introducing the yellow tea, then simulated the process of tea leaf picking in the software, collecting many of his favorite tea into his mobile phone; then, SONG tried a cup of tea in purple tea container, simulated kneading his favorite tea favor which is in a bird's shape. In the whole process, SONG's main purpose is just for trying, but the tea personality test was a big surprise to him. His interaction with the system was recorded, and finally he got a personalized result, which made the following gift shopping more simple and efficient. SONG's experience in Lu Yu Tea experience pavilion has ended, he returned to home, but the extended experience continued. SONG kept interacting with the pavilion through Internet and APP, such as virtual organic tea cultivation game, which helps organic tea's growth. So he and his friends have decided to continue supporting this valuable and interesting game.

9.7 Storyboard  
of persona 2



● SONG is one of the typical backpacker. In national holidays, he went to Huzhou in Zhejiang province for travelling. He discovered Lu Yu Tea Experience Pavilion on a travel magazine.



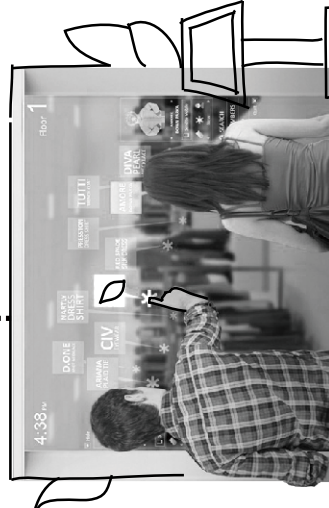
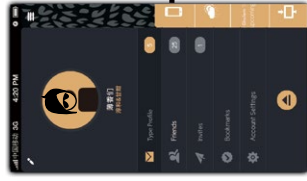
● He bought ticket online first.



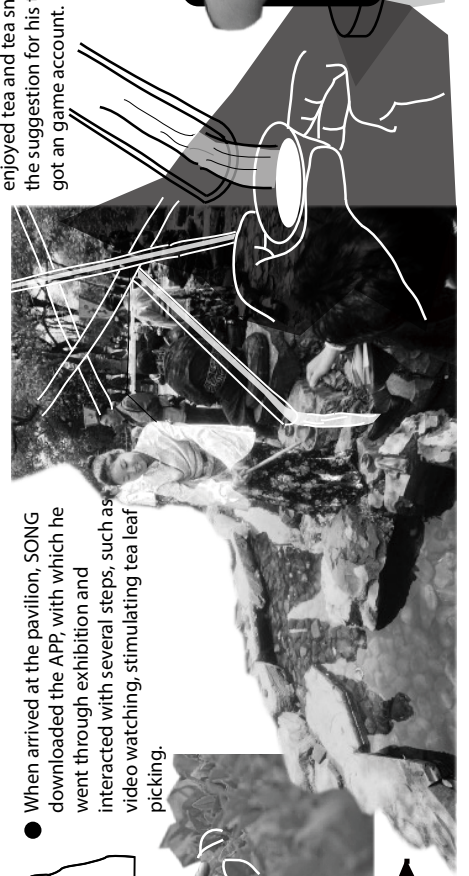
● Under SONG's serious care, he harvested a lot of precious tea leaves, and got much discount for buying organic product.



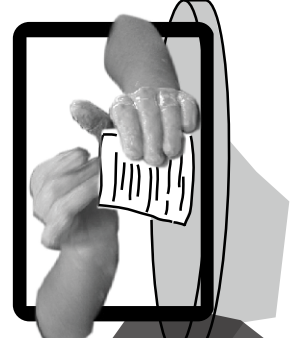
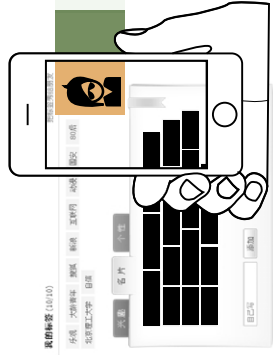
● He started the game as soon as he arrived home.



● When arrived at the pavilion, SONG downloaded the APP, with which he went through exhibition and interacted with several steps, such as video watching, stimulating tea leaf picking.



● After he got the tea personality test result, he also received email from the app based on his type. In the following steps, he enjoyed tea and tea snacks with the suggestion for his type, and got an game account.



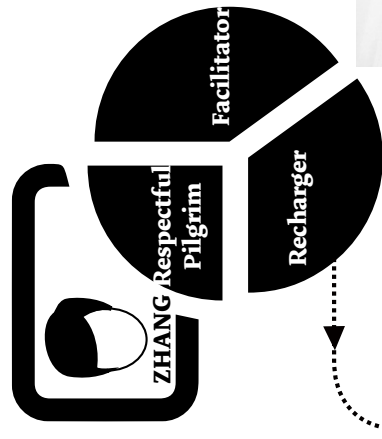
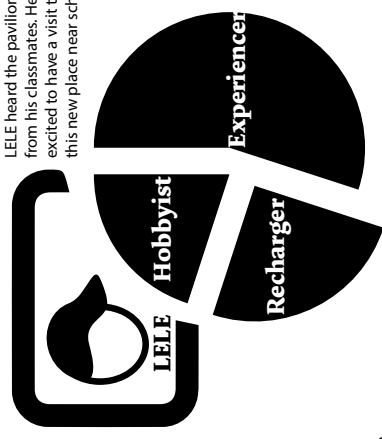
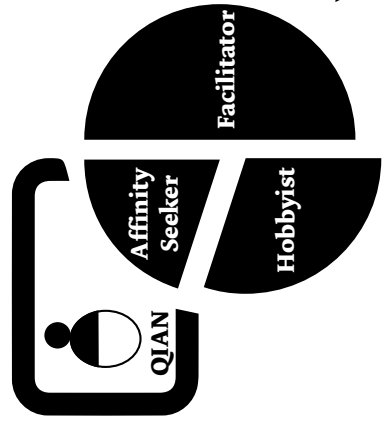
## **QIAN,ZHANG AND LELE**

9.8 Storyboard  
of persona 3

*Type of visitor's identity: Facilitator, Experience seeker, Recharger, Hobbyist*

The aim of family activity is based on the value for the son's growth. So they hope the activity could be educationally meaningful along with leisure. Choosing to visit Lu Yu tea experience pavilion is caused by QIAN's glance at a lifestyle magazine. She thought about ZHANG's busy work needs a good rest like enjoying in slow tea. Another attractive item is the activities in the pavilion is suitable for all of them taking part in together. After booking the interactive lab online, the family planned to spend their Saturday in the pavilion this week. Next to the exhibition, ZHANG and LELE went to the lab, joining the polyphenols' research, while QIAN spent time in the souvenir store and tea house, enjoying healthy tea snacks and tea meal. All of them were satisfied about the experience inside the pavilion. Therefore, they were willing to accept staff's advice, driving to the rest of tourism attractions in the tea culture tourism system. Later, QIAN became a dreamer, took part actively into YOUR Class. These experiences harvest each of them, QIAN tasted delicious and healthy tea mutton, learned some tea health recipes, cultivated tea culture as her hobby; Zhang learned knowledge about tea bath to ease the intense work pressure; while LELE learned while playing, so they loved to participate in other activities organized by the experience pavilion, which enriched family weekend, made them closer to each other.





LELE heard the pavilion from his classmates. He's excited to have a visit to this new place near school.

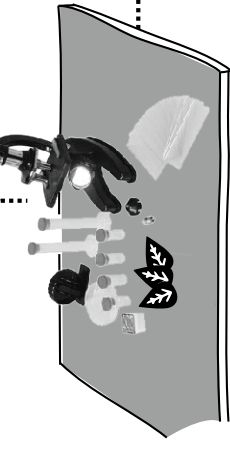
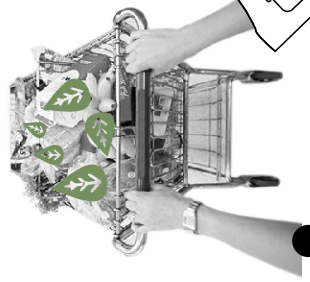
• QIAN knew about the experience pavilion through a lifestyle magazine. Since it might be meaningful for LELE, she suggested the whole family going together.



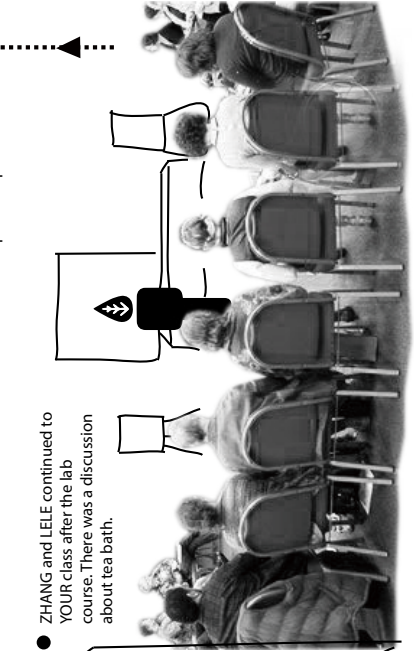
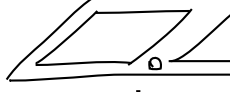
• When they browsed the website for preview, they noticed the interactive lab with so much fun. So they booked a class on this weekend.



• When her husband and son were in the lab, QIAN bought some organic tea products in the souvenir store and enjoyed some creative tea dishes in the tea house. She's planning to have a try at home.

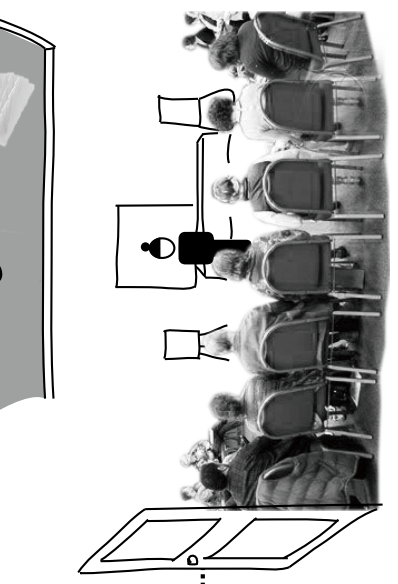


• ZHANG and LELE continued to YOUR class after the lab course. There was a discussion about tea bath.



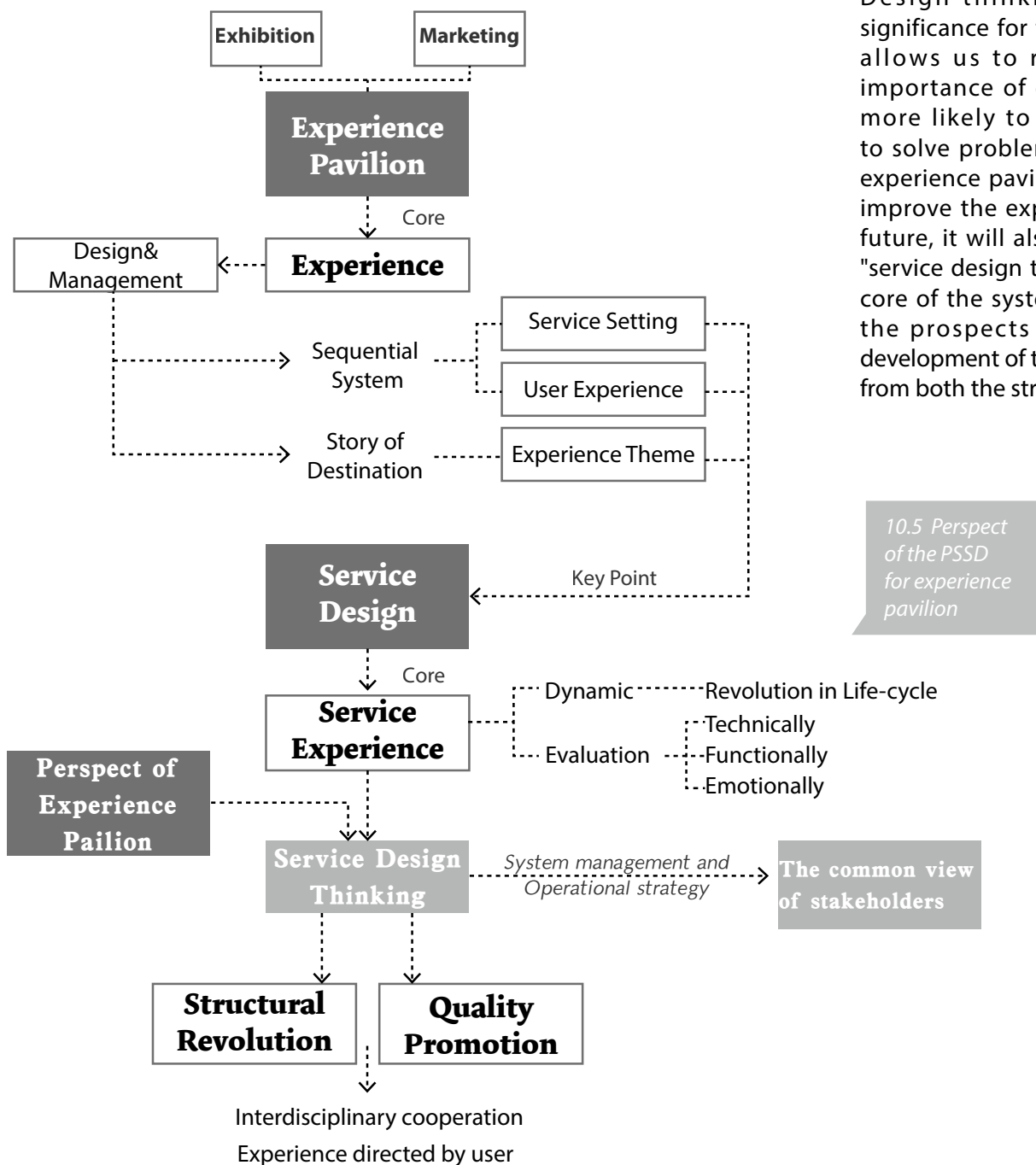
• After leaving the pavilion, they were suggested to visit an organic tea garden by the staff in the experience pavilion.

• QIAN signed for YOUR class as a dreamer at the first time. 1 year later, her best friends and her proposed a course about "private tea snack kitchen", which was selected to come true in YOUR Class.



# 10 PROSPECT

Design Thinking is a systematic, innovative way to recognize a problem. In the book "design change everything", Tim Brown predicted: design thinking will have fundamental impact in corporate restructuring and management. Design thinking should be closely linked to the business of the superstructure; Design thinking is also of significance for the individual: it allows us to recognize the importance of groups, we are more likely to find solutions to solve problems. In PSSD for experience pavilion, in order to improve the experience, in the future, it will also need to rise "service design thinking" to the core of the system, to enhance the prospects for the future development of the entire system from both the structure and.



## ***Interdisciplinary cooperation***

No matter experience pavilion for exhibition or for marketing, the quantity of the content is the main reason to maintain the popularity of the pavilion. Traditional Chinese tea culture still reserves the fragrance of history, but the essence of tea is always in people's life. When tea culture and modern urban culture collide, I believe it will be surely sought after by the public. Whether in China, Japan or Europe, the art world already showed us interdisciplinary cooperation between art and tea industry.

October 26, 2012, Beijing 798 Art Gallery organized an art party with the theme - the art of cross-border dialogue, the highest level of Chinese tea art in the future. Worldwide artists from fashion, music, sculpture, ceramics, architecture were invited to create from tea culture. In 2008 Japan Gifu, there was a Mino plan, which invited 12 Japanese famous architecture, including Aoki, Arata Isozaki, Toyo Ito, Kengo Kuma, Sejima and Shi, Shin Takamatsu, Takeyama St., DEALS Norihiko, Itsuko Hasegawa, Osaka Mao, to do interdisciplinary design for 12 sets of tea cups with creative forms. These cups are beyond traditional thinking, which combined architecture inspiration into the design of small object. More interesting, the architectures were involved also in the production process, so the final results contained the making experience as well. In the area of tea snacks and tea meal, there's also a lot of interesting cross-line cooperation. French Window Brasserie and Bar , together with Elie Saab , launched a themed menu about Elie Saab Le Parfum perfume . Chef Matthieu Bonnier designed a package with four dishes. The guests are first sprayed with perfume to stimulate their senses, in order to meet the follow-up delicious. After the front dish, highlights are the main meal honey monkfish entree, accompanied by creamed spinach and crispy ham, dessert is a soufflé with seductive scent of roses . Finally, each guest will also be served with a bottle of Evian mineral water in special edition commemorative and a bag of fragrance suits.

*10.6 Mino Plan  
in Gifu, Japan*







10.8 The beauty project, selfridges , London

10.7 Self-serve system in Pizza Hut, USA

**Experience directed by user**

In the near future, the role of pavilion's operator will be increasingly backstage, and the trace of management will be increasingly weak. That is to say , in the process of creating experience, artificial things will be removed, there will be less dependence on human resources in terms of service provider. In the democratization of innovation, letting users to direct experience, realize management between users, and providing process with totally active. The trend is due to the rising cost of labor, and the development of science and technology, which makes a log of dream come true and causes more unknown result. The american catering company Pizza Hut and Chaotic Moon studio are developing a smart touch point table. As soon as the customers seated in the restaurant , the table will be started with showing the manu, and what the customer have to do is just choose the size, sauce, add cheese, meat and other ingredients of the pizza you want, trying to customized a pizza by the user himself. The final payment process can be achieved on the table too. In the whole process, waiter are not needed anymore, infomation are conveyed through the system to the kitchen directly.





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